

RUM Ranked in Top Grossing 250 Alberta Companies for the Third Consecutive Year and Finalizes Financing Agreement with TD

EDMONTON, October 6, 2014 – The Alberta Venture 250 ranking of Alberta's highest grossing companies has been announced. Among the recipients of the ranking was Rocky Mountain Liquor Inc. (TSX-V: RUM) ("Rocky Mountain Liquor" or "RUM" or the "Company). Rocky Mountain Liquor placed 210 in Ranking Alberta's highest grossing companies based on 2013 results. This is the third consecutive year that RUM has placed.

The ranking, published in the September issue of Alberta Venture and online at <http://albertaventure.com/venture-250/> was evaluated on the 2013 revenue of Andersons Liquor Inc., a wholly owned subsidiary of RUM.

The Company's subsidiary Andersons Liquor Inc. ("Andersons") has renewed its senior bank facility with senior lender The Toronto Dominion Bank ("the Lender"). Andersons has a \$10,000,000 uncommitted, revolving demand credit facility available under the agreement with Prime Rate based pricing plus 1.25%. RUM continues to provide a corporate guarantee and general security agreement to support the credit facilities for Andersons. The Lender remains the collateral agent under the agreement.

The purpose of the credit facilities remains unchanged. Funds are available for general corporate purposes including investment buys on inventory, acquisition of liquor stores and new store developments.

Current utilization of the Operating Facility is \$6.28 resulting in \$3.72 in availability.

About Rocky Mountain

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 46 private liquor stores in that province, up from 18 stores since the Common Shares began trading in December 2008. It is listed on the TSX Venture Exchange (TSX-V:RUM). In addition to common shares the Company also lists convertible debenture on the Exchange under the trading symbol RUM.DB. You can visit Rocky Mountain Liquor's website online at <http://www.ruminvestor.com>.

Forward-Looking Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws relating to the future growth of the Company, and the ability to execute its business strategy. Readers are cautioned not to place undue reliance on forward-looking

statements, and in particular results achieved in 2014 and previous periods. Past results might not be a certain indication of future performance, which is subject to other risks, including but not limited to changes in operational policies, changes in management, changes in strategic focus, market conditions and customer preferences. Actual results and developments may differ materially from those contemplated by these statements depending on, among other things, the risks that these events may not materialize as well as those additional factors discussed in the section entitled "Risk Factors" in RUM's Management Discussion and Analysis, which can be obtained at www.sedar.com. If they do materialize, there remains a risk of non-execution for any reason.

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