

Rocky Mountain Liquor Awarded PROFIT 500 Canada's Fastest-Growing Companies for the Fifth Consecutive Year

EDMONTON, September 17, 2015 –Canadian Business and PROFIT published Rocky Mountain Liquor Inc. (TSX-V: RUM) (“Rocky Mountain Liquor” or “RUM” or the “Company”) in the 27th annual PROFIT 500 ranking of Canada’s Fastest-Growing Companies by Canadian Business and PROFIT.

Ranking Canada’s Fastest-Growing Companies by five-year revenue growth, the PROFIT 500 profiles the country’s most successful growth companies. A joint venture between Canada’s premier business brands, the PROFIT 500 is published in the October issue of *Canadian Business* and online at PROFITguide.com.

Rocky Mountain Liquor qualified for the 2015 PROFIT 500 list with five-year revenue growth of 71%.

“The PROFIT 500 represent the highest tier of entrepreneurialism in Canada,” says James Cowan, Editor-in-chief of PROFIT and Canadian Business. “They should be lauded for the positive economic contributions they’ve made to their communities—and the entire country. They are examples of what can be accomplished with innovation, discipline and determination.”

This is Rocky Mountain Liquor's fifth award from PROFIT Magazine. The ranking is available at PROFIT500.com

About Rocky Mountain

Rocky Mountain owns 100% of Andersons Liquor Inc. (“Andersons”), headquartered in Edmonton Alberta, which now own and operate 43 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> and can follow us on twitter, @andersonsliquor .

About PROFIT and PROFITguide.com

PROFIT: Your Guide to Business Success is Canada’s preeminent media brand dedicated to the management issues and opportunities facing small and mid-sized businesses. For 33 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it’s a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

About Canadian Business

Founded in 1928, *Canadian Business* is the longest-serving, best-selling and most-trusted business publication in the country. With a readership of more than 800,000, it is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. We provide concrete examples of business achievement, thought-provoking analysis and compelling storytelling, all in an elegant package with bold graphics and great photography. *Canadian Business*—what leadership looks like.

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 2015 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.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

For further information:

Peter J. Byrne

Chief Executive Officer

(780) 686-7383

Sarah Stelmack

Chief Financial Officer

(780) 863-2326