

RUM Annual Meeting In Alberta

EDMONTON, September 2, 2011 – Rocky Mountain Liquor Inc (TSX-V: **RUM**) ("Rocky Mountain" or the "Company"), listed on the TSX Venture Exchange (the "Exchange"), today announced the date for its Annual and Special Meeting of shareholders.

"Alberta has been a great place to conduct business. We are holding our Annual General Meeting in the City of Leduc, on Wednesday, September 28, 2011. We have a branded Great Canadian Liquor store there, and the city is adjacent to Edmonton International Airport, which could be a convenience factor for some of those attending," said Peter Byrne, CEO. "One of the honours we have this year is to proudly share our two exceptional growth awards with shareholders," he said.

RUM was evaluated 2nd among Albertan companies with sales over \$25,000,000 and 16th overall in this year's Alberta Venture Fast Growth 50 Awards in February. These awards were judged on sales increases and capital asset increases over the past 3 years, as well as employee growth, R&D expenditures, marketing programs, and capital investments.

RUM was also awarded a placement on the 23rd annual PROFIT 200 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine in June. RUM ranked 168th nationally based on a 5 year revenue growth of 250%.

The Company will mail to shareholders the Notice of Meeting and Information Circular for the Company's Annual and Special Meeting to be held at the Days Inn Hotel, Leduc, Alberta, on Wednesday, September 28, 2011 at 10:00 a.m. These items will be made available on www.sedar.com.

About Rocky Mountain Liquor Inc.

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 39 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).

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 2011 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. Future acquisitions are subject to due diligence, other conditions and factors. Readers are cautioned there is no assurance potential acquisitions will be completed.

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.

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