

RUM Launches New Label

EDMONTON, September 21, 2009 - Rocky Mountain Liquor Inc. (TSXV :RUM) is the new company name of the former Humber Capital Corporation (the "Company"), listed on the TSX Venture Exchange (the "Exchange"). The trading symbol "RUM" remains unchanged.

"Rocky Mountain Liquor Inc. better reflects our brand", stated Peter Byrne, CEO. Mr. Byrne went on to explain that the new name has been contemplated for some time and was approved by the company's shareholders at their annual meeting in June. "Since that time our CFO, Mr. Tracey Bean and his team, including our consultants, have attended to the details to give effect to our shareholder's direction. The Exchange has now given us the right to begin trading as Rocky Mountain Liquor Inc. effective September 21, 2009", Byrne said.

RUM in conjunction with its reorganization of its name has appointed Valiant Trust Company, a division of Canadian Western Bank, as the company's transfer agent, effective October 14, 2009.

All share transfers, warrant exercises and other transfer agency matters for the Company should continue to be directed to Computershare Trust Company of Canada, until October 14, 2009 at which point requests should be directed to Valiant Trust Company.

The change of name of the Company will not affect any rights of the shareholders. All existing share certificates of the Company bearing the name "Humber Capital Corporation" will continue to be evidence of titles to the shares and will be valid for trading, settlement, registration and delivery for the same number of shares in the new name of the Company. Any new share certificates shall be issued in the new name of the Company. Accordingly, there will not be any arrangements for free exchange of existing share certificates for new share certificates under the new company name.

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

This news release contains "forward-looking statements" within the meaning of applicable securities laws relating to the future growth and priorities for the Company, and the ability to execute the business strategy. Readers are cautioned not to place undue reliance on forward-looking statements. 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 nonexecution for any reason (including but not limited to the inability to locate suitable acquisitions or new store development locations).

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