

# RUM Raises \$500 Thousand from Early Conversions

EDMONTON, September 30, 2010 – Rocky Mountain Liquor Inc (TSX-V: **RUM**) ("Rocky Mountain Liquor" or the "Company"), listed on the TSX Venture Exchange (the "Exchange") is pleased to announce Byrne Alberta Ltd. has effected an early conversion of warrants. The result of this early conversion will provide five hundred and four thousand dollars (\$504,000) of new equity to RUM.

The warrants issued in December 2008, entitle the holder, at the exercise price of 31.5 cents, to obtain one common share of Rocky Mountain Liquor. Byrne Alberta Ltd. is exercising 1,600,000 warrants. Byrne Alberta Ltd is controlled by Peter and Joan Byrne.

Peter and Joan Byrne indirectly and/or directly own or control 25,589,907 shares of RUM. After the conversion of the subject warrants that represents 45.7% of the issued shares. Peter Byrne is also the CEO of the Company.

The early warrant conversions will result in the issuance of the 1,600,000 new shares; RUM will have issued and outstanding 56,128,893 shares. An additional 3,054,888 warrants at a conversion price of 31.5 cents expiring December 1, 2010 remain available for conversion to shares.

## **About Rocky Mountain Liquor:**

Rocky Mountain Liquor owns 100% of Andersons Liquor Inc. ("Andersons") headquartered in Edmonton Alberta, which owns and operates 32 private liquor stores in that province.

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, and should not rely on past performance when evaluating this acquisition, and in particular results achieved in 2009 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](http://www.sedar.com). If they do materialize, there remains a risk of non-execution for any reason (including but not limited to the inability to locate suitable acquisitions or new store development).

## **For further information:**

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