

RUM Ranked in Top Grossing 250 Alberta Companies

EDMONTON, September 5, 2012 – The Inaugural 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 220 in Ranking Alberta’s highest grossing companies based on 2011 results.

The ranking published in the September issue of Alberta Venture and online at v250.albertaventure.com was evaluated on the 2011 revenue of Andersons Liquor Inc., a wholly owned subsidiary of RUM. The complete ranking is available at http://v250/?company_id=2566&myyear=2011&sort=rank&industry.

This is Rocky Mountain Liquor's third growth award this year. In February, the Company was awarded the Alberta Venture Magazine’s Fast Growth 50 Award for Alberta based companies for a second consecutive time, and in June, awarded the Profit 200 ranking Canada’s Fastest-Growing Companies by five-year revenue growth, also for a second consecutive year.

Peter Byrne CEO of Rocky Mountain Liquor said “It has taken Andersons Liquor Inc. 11 years of steady growth to achieve inclusion in the top 250 grossing companies in Alberta. The trifecta of repeating National recognition by PROFIT, repeating the Fast Growth 50 Award by Alberta Venture magazine this year and now being ranked in the Alberta Venture 250 in the rankings’ inaugural year is a dynamic boost of confidence for our team. It is through the hard work and high standards from our executive team, store level and fulfilment center staff, in providing a superior customer experience at our 43 stores throughout Alberta that makes such Provincial and National awards possible. They all deserve this recognition for their fabulous work ethic in helping to realize such successes.

Of course we would not be able to achieve any of these awards if customers did not find value at our stores. We wish to thank our customers for their loyalty, from which their millions of repeat visits have helped us to accomplish these awards.”

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>.

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 2012 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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