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Newsweek Ranks Rocky Mountain Chocolate Factory Best Chocolate and Candy Store Retailer

DURANGO, CO / ACCESSWIRE / June 7, 2022 / Rocky Mountain Chocolate Factory, Inc. (NASDAQ:RMCF) (the "Company" or "RMCF"), today announced that *Newsweek's* list of "America's Best Retailers 2022" ranks the Company number one in the chocolate and candy stores category.

To view the full multimedia version of this announcement, [click here](#).



Best Chocolate and Candy Store Retailer for 2022

RMCF's CEO Rob Sarlls praised the efforts of the Company's franchisee owners, Company-owned store employees, and the whole RMCF team. "We are proud of everyone's willingness to meet the ever-changing needs and demands of Rocky Mountain Chocolate consumers. This recognition proves that making and selling high quality products alone does not suffice. It also takes a strong and relentless passion for service, flexibility, and a quality experience for those that visit our stores," he said.

Sarlls, who joined the Company as CEO in May of 2022, emphasized the Company is not resting on its laurels. "*Newsweek's* recognition is a solid proof point of recent progress and the strength and resonance of our brand. This is only a beginning, however, of our renewed efforts to build value for the Company and its shareholders. That includes a strategic review of every aspect of our business and operations. In the coming weeks we anticipate introducing a new Chief Financial Officer and communicating more frequently and

consistently with key stakeholders in our business, including employees, franchisees, key business partners, and investors."

Newsweek survey results are based on an independent survey commissioned by *Newsweek* in partnership with Statista, a global business data platform. They surveyed more than 10,000 U.S. customers who have shopped in-person inside retail stores in the past three years. Final rankings are based on how likely these customers would be to recommend the companies to friends and family, and five quality criteria: products, customer service, atmosphere, accessibility, and store layout.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate, confection and self-serve frozen yogurt stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company, its subsidiaries and its franchisees and licensees operate more than 325 Rocky Mountain Chocolate Factory and self-serve frozen yogurt stores across the United States, South Korea, Qatar, the Republic of Panama, and The Republic of the Philippines. The Company's common stock is listed on the Nasdaq Global Market under the symbol "RMCF."

Forward-Looking Statements

This press release includes statements of the Company's expectations, intentions, plans and beliefs that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are intended to come within the safe harbor protection provided by those sections. These forward-looking statements involve various risks and uncertainties. The nature of the Company's operations and the environment in which it operates subjects it to changing economic, competitive, regulatory and technological conditions, risks and uncertainties. The statements, other than statements of historical fact, included in this press release are forward-looking statements. Many of the forward-looking statements contained in this press release may be identified by the use of forward-looking words such as "will," "intend," "believe," "expect," "anticipate," "should," "plan," "estimate," "potential," or similar expressions. Factors which could cause results to differ include, but are not limited to: the impact of the COVID-19 pandemic and global economic conditions on the Company's business, including, among other things, disruptions to our supply chain, including, but not limited to, raw materials and freight costs, the availability of qualified labor, online sales, factory sales, retail sales and royalty and marketing fees, the Company's liquidity, the Company's cost cutting and capital preservation measures, achievement of the anticipated potential benefits of the strategic alliance with Edible, the ability to provide products to Edible under the strategic alliance, Edible's ability to increase the Company's online sales through the agreements with Edible, the outcome of legal proceedings initiated against Immaculate Confections, the operator of RMCF locations in Canada, changes in the confectionery business environment, seasonality, consumer interest in the Company's products, general economic conditions, the success of the Company's frozen yogurt business, receptiveness of the Company's products internationally, consumer and retail trends, costs and availability of raw materials, competition, the success of the Company's co-branding strategy, the success of international expansion efforts and the effect of government regulations. Government regulations which the Company and its franchisees and licensees either are, or may be, subject to and which could cause results to differ from forward-looking statements

include, but are not limited to, local, state, and federal laws regarding health, sanitation, safety, building and fire codes, franchising, licensing, employment, manufacturing, packaging and distribution of food products and motor carriers. For a detailed discussion of the risks and uncertainties that may cause the Company's actual results to differ from the forward-looking statements contained herein, please see the section entitled "Risk Factors" contained in Item 1A. of the Company's Annual Report on Form 10-K for the fiscal year ended February 28, 2021, as amended by Amendment No. 1 on Form 10-K/A filed on June 28, 2021. Additional factors that might cause such differences include, but are not limited to: the length and severity of the current COVID-19 pandemic and its effect on among other things, factory sales, retail sales, royalty and marketing fees and operations, the effect of any governmental action or mandated employer-paid benefits in response to the COVID-19 pandemic, and the Company's ability to manage costs and reduce expenditures in the current economic environment and the availability of additional financing if and when required. These forward-looking statements apply only as of the date hereof. As such they should not be unduly relied upon for more current circumstances. Except as required by law, the Company undertakes no obligation to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this press release or those that might reflect the occurrence of unanticipated events.

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