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Rocky Mountain Chocolate Factory Names Kelsey Smith Flagship Operations Manager

Durango, Colorado--(Newsfile Corp. - November 15, 2022) - Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) (the "Company," "we" or "RMCF"), a leading manufacturer and international franchiser of gourmet chocolates and other confectionary products, today announced the appointment of Kelsey Smith as Flagship Operations Manager.

Smith will be responsible for converting the Company's Durango, CO store into a flagship operation representing the best in products, customer service, and overall store operations. She will work closely with RMCF colleagues representing all aspects of the business, including operations, marketing, business development, franchise support, and training.

"It is both exciting and proper to undertake this important effort in our hometown of more than 40 years," said Andrew Ford, the Company's Vice President - Sales & Marketing. "Durango is a beautiful city that enjoys a vibrant business community. That Kelsey grew up here makes it even more exciting. We expect the changes we invest in and the outcomes we experience here to make invaluable, Company-wide contributions to our future growth and customer value proposition."

Smith first developed a love for the RMCF brand when she toured the factory as an elementary school student and saw the chocolatiers handcrafting treats from scratch in the Company's famous copper kettles. She joined the Company as a store manager in 2015, following graduation from Fort Lewis College in Durango. She was promoted to Field Consultant in 2017, and most recently served as Customer Service Manager.

"There is something special about the Durango community and the role RMCF plays here. I learned early on that keeping our stores fresh, appealing, and 'customer-centric' drives loyalty and growth," Smith said. "As Flagship Operations Manager I am delighted to again spread joy to our loyal customers here in Durango, as well as assist with franchise support and training."

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., (the "Company"), ranked number one on *Newsweek's* list of "America's Best Retailers 2022" in the chocolate and candy stores category and headquartered in Durango, Colorado, is a leading 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 currently operate 324 Rocky Mountain Chocolate Factory and self-serve frozen yogurt stores across the United States, 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 communication 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 statements, other than statements of historical fact, included in this communication are forward-looking statements and many may be identified by the use of forward-looking words such as "will," "intend," "believe," "expect," "anticipate," "should," "plan," "estimate," "potential," "prospects," "build" or similar expressions. For a detailed discussion of the risks and uncertainties that may cause the Company's actual results to differ from the forward-looking statements, please see the section entitled "Risk Factors" contained in Item 1A. of the RMCF's Annual Report on Form 10-K for the fiscal year ended February 28, 2022, filed with the SEC on May 27, 2022, as amended by Amendment No. 1 on Form 10-K/A filed with the SEC on June 28, 2022. 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 communication or those that might reflect the occurrence of unanticipated events.

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