

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC.

**Policy on Shareholder Communications
with the Board of Directors**

Rocky Mountain Chocolate Factory, Inc. (the “Company”) shareholders may contact the Company's Board of Directors individually or as a group by the U.S. postal mail, directed to:

Rocky Mountain Chocolate Factory, Inc.
265 Tuner Drive
Durango, Colorado 81303
Attn: Corporate Secretary
Shareholder Communication

Shareholders should clearly specify in each communication the name of the individual director or group of directors to whom the communication is addressed and that the communication is from a Company shareholder. Shareholder communications received by the Corporate Secretary will be promptly forwarded to the specified director or group of directors, as appropriate. We generally will not forward to a director or group of directors a shareholder communication that requests general information about the Company that can be handled by our corporate staff.