

May 7, 2007



Rocky Mountain Chocolate Factory, Inc. to Host FY2007 Operating Results Conference Call May 10, 2007

DURANGO, Colo., May 7 /PRNewswire-FirstCall/ -- Rocky Mountain Chocolate Factory, Inc. (Nasdaq: RMCF) today announced that it will host an investor conference call at 4:15 p.m. EDT on Thursday, May 10, 2007 to discuss its operating results for the fourth quarter and fiscal year ended February 28, 2007. The Company plans to report its operating results earlier the same day.

The Company will host a conference call on Thursday, May 10, 2007 at 4:15 p.m. EDT to discuss FY2007 operating results. To access the conference call, please dial 877-715-5282 (international/local participants dial 973-582-2850) approximately five minutes prior to 4:15 p.m. EDT and enter the access code 8784081. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=39745>. A replay of the call will be available through May 17, 2007 by dialing 877-519-4471 (international callers dial 973-341-3080), and the replay access code is 8784081. The call will also be archived on the Internet through August 9, 2007 at <http://www.videonewswire.com/event.asp?id=39745>.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate and confection stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company's common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

For Further Information, Contact Bryan J. Merryman COO/CFO at (970) 259-0554

SOURCE Rocky Mountain Chocolate Factory, Inc.