

January 13, 2014



Rocky Mountain Chocolate Factory, Inc. Schedules Third Quarter Conference Call for Tuesday, January 21, 2014

DURANGO, CO -- (Marketwired) -- 01/13/14 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it has scheduled an investor conference call to discuss its operating results for the third quarter and first nine months of FY2014 at 4:15 p.m. Eastern Time (EST) on Tuesday, January 21, 2014. The Company plans to report its operating results in a news release earlier the same day.

To participate in the conference call, please dial 1-877-374-8416 (international and local participants dial 412-317-6716) approximately five minutes prior to 4:15 p.m. EST on January 21, 2014 and ask to be connected to the "Rocky Mountain Chocolate Factory Conference Call".

A replay of the conference call will be available one hour after completion of the call until Tuesday, January 28, 2014 by dialing 877-344-7529 (international and local participants dial 412-317-0088) and entering the conference I.D. # 10039052.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company's majority-owned subsidiary, U-Swirl, Inc. (OTCQB: SWRL), franchises and operates self-serve frozen yogurt stores. Rocky Mountain Chocolate Factory is headquartered in Durango, Colorado, and its common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

For Further Information, Contact

***Bryan J. Merryman
COO/CFO
(970) 259-0554***

Source: Rocky Mountain Chocolate Factory, Inc.