

January 14, 2014



Rocky Mountain Chocolate Factory to Present at Noble Financial Capital Markets' Tenth Annual Equity Conference on Tuesday, January 21, 2014

DURANGO, CO -- (Marketwired) -- 01/14/14 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will be presenting at "**TEN", Noble Financial Capital Markets' Tenth Annual Equity Conference** on Tuesday, January 21, 2014. The conference will be held at the Club Med in Sandpiper Bay, Florida (West Palm Beach area).

The presentation by Bryan Merryman, Chief Operating Officer, is scheduled for 9:00 a.m. Eastern Standard Time in Room 4.

Mr. Merryman will be available for one-on-one meetings during the conference. Investors interested in arranging one-on-one meetings should contact their Noble Financial Group representative.

About Noble Financial Capital Markets

Noble Financial Capital Markets was established in 1984, and 2014 marks the company's 30th Anniversary. Noble Financial is an equity research-driven, full-service, investment banking boutique. The company has offices in Boston, Los Angeles, and Boca Raton, Florida. In addition to non-deal road shows and sector-specific conferences throughout the year, Noble Financial hosts its large-format annual equity conference in January in South Florida featuring 120 to 150 presenting companies from across North America and a total attendance of close to 600. For more information, please visit www.noblefcm.com.

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. As of January 10, 2013 the Company, its subsidiary and its franchisees operated 447 *Rocky Mountain Chocolate Factory* and self-serve frozen yogurt stores in 41 states, Canada, Japan, South Korea and the United Arab Emirates. 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

(970) 259-0554

Source: Rocky Mountain Chocolate Factory, Inc.