

September 30, 2010



Rocky Mountain Chocolate Factory, Inc. to Host Second Quarter Conference Call on Tuesday, October 5, 2010

DURANGO, CO -- (MARKET WIRE) -- 09/30/10 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time on Tuesday, October 5, 2010, to discuss its operating results for the second quarter and first half of FY2011, along with other topics of interest. The Company plans to report its operating results earlier the same day.

The Company will host a conference call Tuesday, October 5, 2010 at 4:15 p.m. EDT to discuss its second quarter and first half operating results and other topics of interest. To participate in the conference call, please dial 1-877-317-6789 (international/local participants dial 412-858-4600) approximately five minutes prior to 4:15 p.m. EDT 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 October 12, 2010 at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #444985.

About Rocky Mountain Chocolate Factory, Inc.

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."

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