

January 3, 2011



Rocky Mountain Chocolate Factory, Inc. to Host Third Quarter Conference Call on Thursday, January 6, 2011

DURANGO, CO -- (MARKET WIRE) -- 01/03/11 -- 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 Thursday, January 6, 2011 to discuss its operating results for the third quarter 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 Thursday, January 6, 2011 at 4:15 p.m. EST to discuss its third quarter 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. EST 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 January 13, 2011, at 5:00 pm EST by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #447169.

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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