

May 4, 2011



## **Rocky Mountain Chocolate Factory, Inc. to Host FY2011 Conference Call on Tuesday, May 10, 2011**

DURANGO, CO -- (MARKET WIRE) -- 05/04/11 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time (EDT) on Tuesday May 10, 2011 to discuss the Company's operating results for the quarter and fiscal year ended February 28, 2011, 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, May 10, 2011 at 4:15 p.m. EDT to discuss its FY2011 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 Tuesday, May 17, 2011, at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #450837.*

*About Rocky Mountain Chocolate Factory, Inc.*

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate and self-serve frozen yogurt 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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