

April 26, 2012



Rocky Mountain Chocolate Factory, Inc. to Host FY2012 Conference Call on Thursday, May 3, 2012

DURANGO, CO -- (Marketwire) -- 04/26/12 -- 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 Thursday, May 3, 2012 to discuss the Company's operating results for the quarter fiscal year ended February 29, 2012, 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, May 3, 2012 at 4:15 p.m. EDT to discuss its operating results for FY2012, along with 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 Thursday, May 10, 2012, at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. # 10013466.

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."

For Further Information, Contact
Bryan J. Merryman
COO/CFO
(970) 259-0554

Source: Rocky Mountain Chocolate Factory, Inc.