June 6, 2012

Rocky Mountain Chocolate Factory to Present at Sidoti's Semi-Annual New York Micro-Cap Conference

DURANGO, CO -- (Marketwire) -- 06/06/12 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) (the "Company"), which franchises/operates gourmet chocolate and self-serve frozen yogurt stores and manufactures an extensive line of premium chocolates and other confectionery products, today announced that it is scheduled to make a presentation at the Sidoti Semi-Annual New York Micro-Cap Conference at 2:00 p.m. EDT on Thursday, June 14, 2012. Company officials will also meet with investors to discuss ongoing operations. The conference will be held at the Grand Hyatt New York Hotel in midtown Manhattan.

About Sidoti & Company, LLC

Sidoti & Company, LLC, founded in 1999, continues to set the Wall Street standard for independent small-cap equity research, while rapidly becoming a driving force in micro-cap research, launching coverage of more than 100 equities of $200 million market cap or less since inception in mid-2010. Its analysts mine dozens of industries to provide unbiased, institutional-quality research focusing on the investment merits of profitable companies at a sub-$3 billion market cap, and it anticipates extending coverage to 700 small-cap equities by the end of 2012.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc. 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 May 31, 2012, the Company and its franchisees operated 307 chocolate stores, 51 co-branded stores, and 13 self-serve frozen yogurt stores in 40 states, Canada, Japan and the United Arab Emirates.

The Company is headquartered in Durango, Colorado, and its common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

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Source: Rocky Mountain Chocolate Factory, Inc.