

August 23, 2012



Rocky Mountain Chocolate Factory to Present at 2012 Gateway Conference on September 6th

DURANGO, CO -- (Marketwire) -- 08/23/12 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF), 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 will be presenting at the 2012 Gateway Conference, which is being held on September 6, 2012 at the W San Francisco Hotel.

Company officers will present an overview of Rocky Mountain Chocolate Factory, Inc. at 11:30 AM Pacific Daylight Time and meet with investors throughout the day.

About the Gateway Conference

The Gateway Conference is designed to provide a unique gateway between influential members of the investment community and a select group of compelling publicly-traded companies. Portfolio managers, research analysts and brokers from buy-side and sell-side institutions will have the opportunity to learn about more than 50 emerging growth companies across a broad range of industries, from technology, business services and digital media, to clean-tech, consumer/retail, life sciences and natural resources. For more information, visit www.gateway-conference.com.

The invitation-only conference is hosted by Liolios Group, one of the nation's top investor relations agencies, and sponsored by leading firms that service the financial community. For more information about Liolios Group, visit www.liolios.com.

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.