

January 10, 2013



Rocky Mountain Chocolate Factory, Inc. to Host Third Quarter Conference Call on Monday, January 14, 2013

DURANGO, CO -- (Marketwire) -- 01/10/13 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time (EST) on Monday, January 14, 2013, to discuss the Company's operating results for the third quarter and first nine months of FY2013, along with other topics of interest. The Company plans to report its operating results earlier the same day.

To participate in the conference call, please dial 1-877-374-8416 (international and local participants dial 412-317-6716) approximately five minutes prior to 4:15 p.m. EST on January 14, 2013 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 Monday, January 21, 2013, at 5:00 pm EST by dialing 877-344-7529 (international and local participants dial 412-317-0088) and entering the conference I.D.# 10023144.

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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