

March 13, 2013



Rocky Mountain Chocolate Factory to Present at 25th Annual ROTH Conference on March 18th in Laguna Niguel, California

DURANGO, CO -- (Marketwire) -- 03/13/13 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) (the "Company"), which franchises/operates gourmet chocolate stores and manufactures an extensive line of premium chocolates and other confectionery products, today announced that it will be presenting at the 25th Annual ROTH Conference on Monday, March 18, 2013. Over 3,500 investors will be in attendance.

The Conference is being held at the Ritz-Carlton in Laguna Niguel, California. Rocky Mountain Chocolate Factory executives are scheduled to present at 4:30 p.m. PDT (7:30 p.m. EDT) on Monday, March 18, 2013, for 30 minutes and will provide a detailed presentation and question and answer session on the Company and its growth prospects.

About ROTH Capital

ROTH Capital Partners, LLC is an investment banking firm dedicated to the small-cap public market. Since its inception in 1984, ROTH has been an innovator in this market. Headquartered in Newport Beach, California, ROTH has regional offices in San Diego, Los Angeles, and New York, along with an international office in Hong Kong. The 25th Annual ROTH Conference, one of the largest of its kind in the U.S., will feature presentations by hundreds of growth companies, Q&A sessions, expert panels, and thousands of management one-on-one / small group meetings. This event is designed to provide investors with a unique opportunity to gain insight into emerging growth companies across a variety of sectors. For more information, please visit www.roth.com.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc. is an international franchiser of gourmet chocolate, confection and a manufacturer of an extensive line of premium chocolates and other confectionery products. As of March 13, 2013, the Company and its franchisees operated 302 chocolates stores and 55 co-branded stores in 41 states, Canada, Japan and the United Arab Emirates. The Company's majority-owned subsidiary, U-Swirl, Inc. (OTCQB: SWRL) operates and/or franchises 68 self-serve frozen yogurt stores.

The Company is headquartered in Durango, Colorado, and its 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.