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Rocky Mountain Chocolate Factory to Present at 14th Annual B. Riley & Co. Investor Conference on May 20, 2013

DURANGO, CO -- (Marketwired) -- 05/13/13 -- Rocky Mountain Chocolate Factory, Inc.

(NASDAQ: RMCF) today announced that it will be presenting at the **14th Annual B. Riley & Co. Investor Conference** on May 20, 2013.

The conference is being held at the Lowes Santa Monica Beach Hotel, which is located at 1700 Ocean Avenue in Santa Monica, California.

The Company's presentation is scheduled for 2:30 p.m. PDT (5:30 p.m. EDT) on Monday, May 20, 2013 in the Palisades C Room.

About the B. Riley & Co. Investor Conference

The prestigious three-day, invitation-only annual B. Riley & Co. Investor Conference brings together a targeted audience of leading institutional investors, financial services professionals and other qualified investors. The conference will feature presentations by over 200 companies in a broad range of sectors, including technology, consumer, retail, and financials. One-on-one meetings with company management will be available for all client investors.

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 April 30, 2013, the Company and its franchisees operated 298 chocolates stores and 63 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 70 self-serve frozen yogurt stores (of which 7 are Co-branded and also reported as RMCF Co-branded stores).

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.