

July 8, 2013



Rocky Mountain Chocolate Factory, Inc. to Host First Quarter Conference Call on Thursday, July 11, 2013

DURANGO, CO -- (Marketwired) -- 07/08/13 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time (EDT) on Thursday, July 11, 2013, to discuss the Company's operating results for the quarter ended May 31, 2013 (first quarter of FY 2014), 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. EDT on July 11, 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 Thursday, July 18, 2013 at 5:00 pm EDT by dialing 877-344-7529 (international and local participants dial 412-317-0088) and entering the conference I.D.# 10030995.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company's majority-owned subsidiary, U-Swirl, Inc. (OTCQB: SWRL) franchises and operates self-server frozen yogurt stores. Rocky Mountain Chocolate Factory 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.