

January 13, 2014



Rocky Mountain Chocolate Factory, Inc. Schedules Third Quarter Conference Call for Tuesday, January 21, 2014

DURANGO, CO -- (Marketwired) -- 01/13/14 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it has scheduled an investor conference call to discuss its operating results for the third quarter and first nine months of FY2014 at 4:15 p.m. Eastern Time (EST) on Tuesday, January 21, 2014. The Company plans to report its operating results in a news release 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 21, 2014 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 Tuesday, January 28, 2014 by dialing 877-344-7529 (international and local participants dial 412-317-0088) and entering the conference I.D. # 10039052.

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-serve 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".

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Source: Rocky Mountain Chocolate Factory, Inc.