

January 6, 2016



Rocky Mountain Chocolate Factory, Inc. to Host Third Quarter Conference Call on Thursday, January 14, 2016

DURANGO, CO -- (Marketwired) -- 01/06/16 -- 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 Thursday, January 14, 2016, to discuss the Company's operating results for the third quarter and the first nine months FY2016, 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 1-877-270-2148 (international and local participants dial 1-412-902-6510, Canada participants dial toll free 1-866-605-3852) approximately five minutes prior to 4:15 p.m. EST on January 14, 2016 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 Friday, January 22, 2016, at 5:00 pm EST by dialing 877-344-7529 (international and local participants dial 1-412-317-0088, Canada Toll Free 1-855-669-9658) and entering the conference I.D.# 10078573.

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 subsidiary, U-Swirl, Inc. (OTCQB: SWRL) franchises and operates self-serve frozen yogurt stores. Rocky Mountain Chocolate Factory's common stock is listed on The NASDAQ Global Market under the symbol "RMCF".

***For Further Information, Contact
Bryan J. Merryman
COO/CFO
(970) 375-5678***

Source: Rocky Mountain Chocolate Factory, Inc.