

July 6, 2016



Rocky Mountain Chocolate Factory, Inc. Schedules First Quarter FY2017 Earnings Conference Call for Tuesday, July 12, 2016

DURANGO, CO -- (Marketwired) -- 07/06/16 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it has scheduled an investor conference call to discuss its operating results for the first quarter of fiscal year ending February 28, 2017 at 4:15 p.m. Eastern Time (EDT) on Tuesday, July 12, 2016. The Company plans to report its operating results in a news release earlier the same day.

To participate in the conference call, please call 1-877-270-2148 (Canadian participants call 1-866-605-3852 and international participants call 1-412-902-6510) approximately five minutes prior to 4:15 p.m. EDT on July 12, 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 Tuesday July 19, 2016 by calling 877-344-7529 (Canadian participants call 1-855-669-9658 and international participants call 1-412-317-0088) and entering the conference I.D. # 10089091.

About Rocky Mountain Chocolate Factory, Inc.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchisor of gourmet chocolate, confection and self-serve frozen yogurt stores and a manufacturer of an extensive line of premium chocolates and other confectionery products. The Company's common stock is listed on The Nasdaq Global Market under the symbol "RMCF."

***For Further Information, Contact
RMCF Investor Relations
(970) 375-5678***

Source: Rocky Mountain Chocolate Factory, Inc.