

January 3, 2007



Rocky Mountain Chocolate Factory, Inc. Schedules Third Quarter and Nine-Month Earnings Conference Call for January 4, 2007

DURANGO, Colo., Jan. 3 /PRNewswire-FirstCall/ -- Rocky Mountain Chocolate Factory, Inc. (Nasdaq: RMCF) (Nasdaq Global Market) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time on Thursday, January 4, 2007 to discuss its operating results for the third quarter and first nine months of FY2007. The Company plans to report its third quarter and nine-month earnings earlier the same day.

The Company will host a conference call on Thursday, January 4, 2007 at 4:15 p.m. EST to discuss third quarter and first nine-month operating results. To access the conference call, please dial 877-715-5282 (international/local participants dial 973-582-2850) approximately five minutes prior to 4:15 p.m. and enter the access code 8285663. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=37175>. A replay of the call will be available through January 11, 2007 by dialing 877-519-4471 (international callers dial 973-341-3080), and the replay access code is 8285663. The call will also be archived on the Internet through April 4, 2007 at <http://www.videonewswire.com/event.asp?id=37175>.

Rocky Mountain Chocolate Factory, Inc., headquartered in Durango, Colorado, is an international franchiser of gourmet chocolate and confection 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 Bryan J. Merryman COO/CFO at (970) 259-0554

SOURCE Rocky Mountain Chocolate Factory, Inc.