

May 6, 2010



Rocky Mountain Chocolate Factory, Inc. to Host FY2010 Earnings Conference Call on Tuesday, May 11, 2010

DURANGO, CO -- (MARKET WIRE) -- 05/06/10 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time on Tuesday, May 11, 2010, to discuss its operating results for the quarter and fiscal year ended February 28, 2010, along with other topics of interest. The Company plans to report its FY2010 operating results earlier the same day.

The Company will host a conference call Tuesday, May 11, 2010 at 4:15 p.m. EDT to discuss its fourth quarter and FY2010 operating results and other topics of interest. To participate in the conference call, please dial 800-860-2442 (international/local participants dial 412-858-4600) approximately five minutes prior to 4:15 p.m. EDT 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 May 18, 2010 at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #440296.

About Rocky Mountain Chocolate Factory, Inc.

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".

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