

May 21, 2013



Rocky Mountain Chocolate Factory, Inc. to Host FY2013 Operating Results Conference Call on Thursday, May 23, 2013

DURANGO, CO -- (Marketwired) -- 05/21/13 -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time (EDT) on Thursday, May 23, 2013, to discuss the Company's operating results for the fourth quarter and fiscal year ended February 28, 2013 (FY2013), 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 1-877-374-8416 (international and local participants dial 412-317-6716) approximately five minutes prior to 4:15 p.m. EDT on May 23, 2013 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 Thursday, May 30, 2013, at 5:00 pm EDT by dialing 877-344-7529 (international and local participants dial 412-317-0088) and entering the conference I.D.# 10029247.

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-server frozen yogurt stores. Rocky Mountain Chocolate Factory's common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

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Source: Rocky Mountain Chocolate Factory, Inc.