

January 6, 2012



Rocky Mountain Chocolate Factory, Inc. to Host Third Quarter Conference Call on Tuesday, January 10, 2012

DURANGO, CO -- (MARKET WIRE) -- 01/06/12 -- 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 Tuesday, January 10, 2012 to discuss the Company's operating results for the third quarter and first nine months of FY2012, along with other topics of interest. The Company plans to report its operating results earlier the same day.

The Company will host a conference call Tuesday, January 10, 2012 at 4:15 p.m. EST to discuss its operating results for the third quarter, along with other topics of interest. To participate in the conference call, please dial 1-877-317-6789 (international/local participants dial 412-858-4600) approximately five minutes prior to 4:15 p.m. EST 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, January 17, 2012, at 5:00 pm EST by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #10008309.

About Rocky Mountain Chocolate Factory, Inc.

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

Source: Rocky Mountain Chocolate Factory, Inc.