

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. DOES NOT PURCHASE
PEANUT BUTTER, PEANUTS OR RELATED PRODUCTS FROM
PEANUT CORPORATION OF AMERICA**

DURANGO, Colorado (January 20, 2009) -- Rocky Mountain Chocolate Factory, Inc. (NASDAQ: RMCF) (the "Company"), which franchises gourmet chocolate and confection stores and manufactures an extensive line of premium chocolates and other confectionery products, today issued the following statement related to peanuts.

No products made by Rocky Mountain Chocolate Factory, Inc. are affected by the recent recall related to peanut butter. Rocky Mountain Chocolate Factory, Inc. does not purchase any peanut butter, peanuts or peanut products from the Peanut Corporation of America.

"All of our products are safe to consume," stated a Company spokesperson. "This includes all items sold to other food companies and used as ingredients in other products. Consumers with any questions regarding this issue should contact our Customer Service line at (800) 344-9630."

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 and its franchisees currently operate 337 stores in 35 states, Canada, and the United Arab Emirates. The Company's common stock is listed on The Nasdaq Global Market under the symbol "RMCF".

Certain statements in this press release are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These statements involve risks and uncertainties, and the Company undertakes no obligation to update any forward-looking information. Risks and uncertainties that could cause actual results to differ materially include, without limitation, inability to open the number of new stores that are scheduled to open in January and February 2009, performance of our franchisees and Company-owned stores may be worse than expected in the fourth quarter of FY2009, seasonality, consumer interest in the Company's products, general economic conditions, consumer trends, costs and availability of raw materials, competition, the effect of government regulations, changes to the scope of peanut butter or related recalls and other risks. Readers are referred to the Company's periodic reports filed with the SEC, specifically the most recent reports which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements. The information contained in this press release is a statement of the Company's present intentions, beliefs or expectations and is based upon, among other things, the existing business environment, industry conditions, market conditions and prices, the economy in general and the Company's assumptions. The Company may change its intentions, beliefs or expectations at any time and without notice, based upon any changes in such factors, in its assumptions or otherwise. The cautionary statements contained or referred to in this press release should be considered in connection with any subsequent written or oral forward-looking statements that the Company or persons acting on its behalf may issue.

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