

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. INCLUDED
IN *FORBES* LISTING OF “AMERICA’S 200 BEST SMALL
COMPANIES”**

DURANGO, Colorado (October 20, 2006) – Rocky Mountain Chocolate Factory, Inc. (Nasdaq Global Market: RMCF), an international franchiser of gourmet chocolate and confection stores and a manufacturer of an extensive line of premium chocolates and other confectionary products, today announced that it has been ranked #124 in the *Forbes* annual listing of “**America’s 200 Best Small Companies**”, which can be accessed on the Internet at www.forbes.com.

The list was compiled from publicly traded companies with sales between \$5 million and \$750 million. To qualify, a company must have (1) a share price above \$5.00, (2) profit margins of greater than 5%, and (3) positive sales and earnings growth over both the last five years and the past 12 months. Rocky Mountain Chocolate Factory, Inc. had an overall ranking of #124 in the latest list, and a ranking of #46 based on Return on Equity criteria.

“We are proud that *Forbes* has selected Rocky Mountain Chocolate Factory as one of the ‘America’s 200 Best Small Companies’,” stated Frank Crail, Founder and CEO of the Company. “As the largest retail chocolatier in the United States, in terms of the number of stores in operation, Rocky Mountain Chocolate Factory’s brand recognition has increased substantially in recent years, and it is equally gratifying that our company is gaining recognition within the investment community.”

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 confectionary products. The Company’s common stock is listed on The Nasdaq Global Market under the symbol “RMCF”.

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