

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. RANKS #60  
IN *FORBES* LISTING OF “AMERICA’S 200 BEST SMALL  
COMPANIES”**

DURANGO, Colorado (October 24, 2007) – 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 #60 in the latest *Forbes* annual listing of “**America’s 200 Best Small Companies**”, which can be accessed on the Internet at [www.forbes.com](http://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 a share price above \$5.00. Qualifying candidates are ranked according to return on equity, as well as sustained sales and earnings growth over 12-month and five-year periods. Rocky Mountain Chocolate Factory, Inc. overall ranking of #60 in the latest list compared with its ranking of #124 in the 2006 listing.

“We are extremely pleased that *Forbes* has again selected Rocky Mountain Chocolate Factory as one of the ‘America’s 200 Best Small Companies’ and with our significant improvement in the *Forbes* rankings when compared with the previous year,” stated Frank Crail, Founder and CEO of the Company. “Our franchise network is the largest chain of retail chocolate stores in the United States, in terms of the number of stores in operation, and we are proud that the Company’s financial performance ranks among the top small publicly-traded companies, as well.”

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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