

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO PRESENT
AT THE SUSQUEHANNA INVESTMENT GROUP, LLP
“EMERGING TRENDS CONFERENCE” ON NOVEMBER 1, 2006**

DURANGO, Colorado (October 26, 2006) – Rocky Mountain Chocolate Factory, Inc. (Nasdaq Global Market: “RMCF”) which franchises gourmet chocolate and confection stores and manufactures an extensive line of premium chocolates and other confectionery products, today announced that its Chief Executive, Frank Crail and Chief Operating Officer, Bryan Merryman, are scheduled to deliver a presentation to **Susquehanna Investment Group’s “Emerging Trends Conference”** at 3:15 p.m. (Eastern Time) on November 1, 2006. SIG is hosting the conference at the Peninsula Hotel in New York City.

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

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