

For Immediate Release

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO HOST FIRST QUARTER CONFERENCE CALL JULY 10, 2007

Durango, Colorado (July 3, 2007) – Rocky Mountain Chocolate Factory, Inc. (Nasdaq Global Market: “RMCF”) today announced that it will host an investor conference call at 4:15 p.m. EDT on Tuesday, July 10, 2007 to discuss its operating results for the first quarter of FY2008. The Company plans to report its operating results earlier the same day.

The Company will host a conference call on Tuesday, July 10, 2007 at 4:15 p.m. EDT to discuss its first quarter operating results. To access the conference call, please dial 888-243-1152 (international/local participants dial 973-582-2868) approximately five minutes prior to 4:15 p.m. EDT and enter the access code 8982916. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=40723>. A replay of the call will be available through July 17, 2007 by dialing 877-519-4471 (international callers dial 973-341-3080), and the replay access code is 8982916. The call will also be archived on the Internet through October 8, 2007 at <http://www.videonewswire.com/event.asp?id=40723>.

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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