

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO HOST
FIRST QUARTER INVESTOR CONFERENCE CALL
ON TUESDAY, JULY 8, 2008**

Durango, Colorado (July 2, 2008) – Rocky Mountain Chocolate Factory, Inc. (Nasdaq Global Market: “RMCF”) today announced that it will host an investor conference call at 4:15 p.m. Eastern Time on Tuesday, July 8, 2008, to discuss its operating results for the first quarter of FY2009 and other topics of interest. The Company plans to report its first quarter operating results earlier the same day.

The Company will host a conference call Tuesday, July 8, 2008 at 4:15 p.m. EDT to discuss First Quarter FY2009 results and other topics of interest. To participate in the conference call, please dial 800-860-2442 (international/local participants dial 412-858-4600) approximately five minutes prior to 4:15 p.m. EDT and ask to be connected to the “Rocky Mountain Chocolate Factory Conference Call”. A replay of the conference call will be available one hour after completion of the call until July 15, 2008 at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering conference I.D. # 421182.

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

For Further Information, Contact Bryan J. Merryman, COO/CFO, at (970) 259-0554