

For Immediate Release

## **ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO HOST SECOND QUARTER CONFERENCE CALL SEPTEMBER 27, 2007**

Durango, Colorado (September 26, 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. Eastern Time (EDT) on Thursday, September 27, 2007 to discuss its operating results for the second quarter and first half of FY2008. The Company plans to report its operating results earlier the same day.

**The Company will host its second quarter conference call on Thursday September 27, 2007 at 4:15 p.m. EDT. To access the conference call, please dial 888-694-4702 (international/local participants dial 973-582-2741) approximately five minutes prior to 4:15 p.m. EDT and enter the access code 9287886. A replay of the call will be available through October 5, 2007 by dialing 877-519-4471 (international callers dial 973-341-3080) and entering the replay access code 9287886.**

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**