

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO HOST
SECOND QUARTER EARNINGS CONFERENCE CALL
ON TUESDAY, OCTOBER 6, 2009**

Durango, Colorado (September 30, 2009) – 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, October 6, 2009, to discuss its operating results for the second quarter and first half of FY2010, along with other topics of interest. The Company plans to report its second quarter operating results earlier the same day.

The Company will host a conference call Tuesday, October 6, 2009 at 4:15 p.m. EDT to discuss its operating results for the second quarter and first half of FY2010 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 October 13, 2009 at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference I.D. #434152.

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”.

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