

For Immediate Release

ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. SCHEDULES THIRD QUARTER CONFERENCE CALL FOR JANUARY 8, 2008

Durango, Colorado (January 3, 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, January 8, 2008 to discuss its operating results for the third quarter and first nine months of FY2008, along with the outlook for the balance of the fiscal year. The Company plans to report its third quarter operating results earlier the same day.

The Company will host a conference call on Tuesday, January 8, 2008 at 4:15 p.m. EST to discuss third quarter and nine-month operating results. 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. and enter the access code 29950263. A replay of the call will be available through January 18, 2008 by dialing 800-642-1687 (international callers dial 706-645-9291), and the replay access code is 29950263.

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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