

For Immediate Release

## **ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. SCHEDULES THIRD QUARTER CONFERENCE CALL FOR JANUARY 5, 2006**

DURANGO, Colorado (January 3, 2006) – Rocky Mountain Chocolate Factory, Inc. (Nasdaq/NMS: “RMCF”) today announced that it will host an investor conference call on January 5, 2006 to discuss its operating results for the third quarter and nine months ended November 30, 2005. The Company plans to report its third quarter earnings earlier the same day.

**The Company will host a conference call on Thursday, January 5, 2006 at 4:15 p.m. EST to discuss third quarter and nine month operating results. The dial-in number for the conference call is 800-370-0740 (international/local participants dial 973-409-9259), and the access code is 6882849. Parties interested in participating in the conference call should dial in approximately five minutes prior to 4:15 p.m. EST. The call will also be broadcast live on the Internet at <http://phx.corporate-ir.net/playerlink.zhtml?c=97007&s=wm&e=1189691>. A replay of the call will be available through January 12, 2005 by dialing 877-519-4471 (international callers dial 973-341-3080), and the replay Access Code is 6882849. The call will also be archived on the Internet through April 5, 2006 at <http://phx.corporate-ir.net/playerlink.zhtml?c=97007&s=wm&e=1189691>.**

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 and its franchisees currently operate 305 stores in 41 states, Canada, Guam and the United Arab Emirates. The Company’s common stock is listed on The Nasdaq National Market under the symbol “RMCF”.

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