

For Immediate Release

## **ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. INCREASES QUARTERLY CASH DIVIDEND OVER 12% TO \$0.09 PER SHARE**

### **EIGHTH INCREASE IN CASH DIVIDEND SINCE SEPTEMBER 2003**

DURANGO, Colorado (November 15, 2006) -- Rocky Mountain Chocolate Factory, Inc. (Nasdaq Global Market: RMCF), (the Company) which franchises gourmet chocolate and confection stores and manufactures premium chocolates and other confectionery products, today announced that its Board of Directors has declared a third quarter cash dividend of \$0.09 cents per common share outstanding. The cash dividend will be payable December 15, 2006 to shareholders of record at the close of business December 1, 2006.

The third quarter cash dividend of \$0.09 per share represents a 12.5% increase over the second quarter cash dividend of \$0.08 per share. This is the eighth increase in the quarterly cash dividend rate since the Company began paying cash dividends in September 2003.

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. As of November 14, 2006, the Company and its franchisees operated 312 stores in 39 states, Canada, Guam and the United Arab Emirates. The Company's common stock is listed on The NASDAQ Global Market under the symbol "RMCF".

*This press release contains forward-looking information that involves risks and uncertainties, and the Company undertakes no obligation to update any forward-looking information. Risks and uncertainties that could cause actual results to differ materially include, without limitation, seasonality, consumer interest in the Company's products, general economic conditions, consumer trends, costs and availability of raw materials, competition, the effect of government regulations, and other risks. Readers are referred to the Company's periodic reports filed with the SEC, specifically the most recent reports which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements. The information contained in this press release is a statement of the Company's present intentions, beliefs or expectations and is based upon, among other things, the existing business environment, industry conditions, market conditions and prices, the economy in general and the Company's assumptions. The Company may change its intentions, beliefs or expectations at any time and without notice, based upon any changes in such factors, in its assumptions or otherwise. The cautionary statements contained or referred to in this press release should be considered in connection with any subsequent written or oral forward-looking statements that the Company or persons acting on its behalf may issue.*

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