

For Immediate Release

**ROCKY MOUNTAIN CHOCOLATE FACTORY, INC. TO HOST  
FY2008 INVESTOR CONFERENCE CALL ON MAY 8, 2008**

Durango, Colorado (May 5, 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 Thursday, May 8, 2008 to discuss its operating results for the quarter and fiscal year ended February 29, 2008 and other topics of interest. The Company plans to report its FY2008 operating results earlier the same day.

**The Company will host a conference call Thursday, May 8, 2008 at 4:15 p.m. EDT to discuss FY2008 results 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 May 15, 2008 at 5:00 pm EDT by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering conference I.D. # 419284.**

**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”.

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