

FOR IMMEDIATE RELEASE

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**White Coffee Partners with Rocky Mountain Chocolate Factory
to Introduce Flavored Gourmet Coffees**

LONG ISLAND CITY, NY – [White Coffee](#), a third-generation family-owned coffee roaster, today announced that it has signed a licensing agreement with [Rocky Mountain Chocolate Factory, Inc.](#), to introduce a line of flavored Rocky Mountain Chocolate Factory Gourmet Coffees. Durango, Colorado-based Rocky Mountain Chocolate Factory, an international franchisor, confectionery manufacturer and retail operator, operates the largest chain of retail chocolate stores in the United States.

Flavored Rocky Mountain Chocolate Factory Gourmet Coffees will be available in 12-ounce bags in four decadent flavors that reflect some of the most popular Rocky Mountain Chocolate Factory flavors and products:

- Dark Chocolate Truffle – A super rich and velvety chocolate flavor, comparable to the brand's renowned confection.
- English Toffee – A sweet, buttery flavor that is particularly smooth and rich.

- Hazelnut – Delicate, savory chocolate combined with a delightfully smooth hazelnut flavor with light, nutty overtones.
- Vanilla Caramel – A uniquely creamy caramel experience.

"We are delighted to partner with Rocky Mountain Chocolate Factory, known for their wonderful and distinctive confections," said Carole White, President of White Coffee. "White Coffee has been importing and roasting the finest quality coffee for over 65 years, and we helped pioneer the development of specialty coffee over 35 years ago. We look forward to introducing this new line of well-balanced, delicious sweet coffees to chocolate lovers across the nation."

Flavored Rocky Mountain Chocolate Factory Gourmet Coffees launched at the Fancy Food Show this June in New York. Primary channels for distribution will be specialty and gourmet markets, upscale supermarkets and gourmet food websites. In addition, Rocky Mountain Chocolate Factory retail stores will offer an exclusive seasonal Holiday blend.

Rocky Mountain Chocolate Factory produces over 300 chocolate candies and other confectionery products, using proprietary recipes developed primarily by the company's master candy maker. These products include many varieties of clusters, caramels, creams, meltaways, truffles and molded chocolates. Individual stores prepare a variety of caramel and candy apples, fudge, chocolate dipped items and confections in full view of the customer using traditional cooking utensils such as copper kettles on candy stoves and granite tables.

IMC Licensing, Rocky Mountain Chocolate Factory's licensing agency and the nation's leading licensing agency specializing in consumer product brands, secured and negotiated this deal.

ABOUT WHITE COFFEE

Since 1939, White Coffee has been selling the finest coffees available. A third-generation family-owned business, White Coffee helped pioneer the growth of specialty coffee more than thirty-five years ago. We continue to focus on innovation and quality while providing personal service and attention to our customers. With White Coffee, you can rely on our experience and reputation for the finest quality coffees. For more information, please visit www.whitecoffee.com.

ABOUT ROCKY MOUNTAIN CHOCOLATE FACTORY

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 more information, please visit www.rmcf.com.

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world's best consumer product brands into great new consumer products.

In addition to Rocky Mountain Chocolate Factory, IMC Licensing has worked with companies like SC Johnson, Chiquita, Duncan Hines, TABASCO, Valvoline and General Mills. For more information, please visit www.imclicensing.com.

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