



FOR IMMEDIATE RELEASE

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Rocky Mountain Chocolate Factory and the USO Puget Sound Area Announce "Fudge For Troops" Partnership Benefitting U.S. Military and Their Families

Rocky Mountain Chocolate Factory will donate a pound of fudge to the USOPSA for every pound sold at Seattle stores in November

Seattle, WA – Rocky Mountain Chocolate Factory and the USO Puget Sound Area (USOPSA) today announced "Fudge For Troops," a month-long event honoring the service and sacrifices made by our nation's brave men and women in uniform and their families.

For every pound of fudge sold at their downtown Seattle stores in November, Rocky Mountain Chocolate Factory will donate one pound of gourmet fudge to the USOPSA. The fudge will be served to military personnel and their families at USO centers at Sea-Tac Airport and Joint Base Lewis McChord, and distributed to military installations throughout Puget Sound.

"Our troops and their families give so much everyday, we wanted to give something back, to let them know how much we appreciate all that they do," said Sandi Fein, owner of the two participating Rocky Mountain Chocolate Factory stores located in downtown Seattle near Pike Place Market at 1419 First Avenue, and in Pioneer Square at 99 Yesler Way.

"On behalf of military families all over Puget Sound, we would like to thank Rocky Mountain Chocolate Factory for their generous donation to the USO," said Don Leingang, USOPSA executive director and Commander USN (Ret.). "Whether it's a hot meal, a bed to sleep in, or a dessert of gourmet fudge for the tired and travel weary, the USOPSA provides all the comforts of home to our military and their families. Without the support of great local businesses such as Rocky Mountain Chocolate Factory, our other sponsors, and our volunteer 'army of gratitude,' this wouldn't be possible."

Rocky Mountain Chocolate Factory is a franchise, gourmet chocolate store specializing in handmade chocolates, 20 varieties of decadent caramel apples, dipped strawberries, creamy fudge made daily, and specialty gifting. 'Fudge For Troops' is a national Rocky Mountain Chocolate Factory program that will donate a pound of fudge to U.S. military overseas for every pound sold online and at participating retail locations throughout the month of November. Purchase a pound of fudge at Rocky Mountain Chocolate Factory retail locations in downtown Seattle to benefit the USOPSA and local military families.

The USOPSA is private, nonprofit organization whose mission is to support the military by providing morale, welfare and recreation-type services to our men and women in uniform throughout the Puget Sound Area.

Rocky Mountain Chocolate Factory invites the public to stop by our Seattle stores and enjoy a sweet experience while supporting our local military.

For additional information, or to schedule interviews (press-only), please contact Nate Murphy at Kitsap Public Relations (nate@kitsap-pr.com, (206) 618-2790).

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. As of October 5, 2010, the Company and its franchisees operated 352 stores in 37 states, Canada and the United Arab Emirates. The Company's common stock is listed on The Nasdaq Global Market under the symbol "RMCF."

For more information on Rocky Mountain Chocolate Factory, store locations, hours, etc., please visit us online at: <http://www.rmcf.com>.

About USO Puget Sound Area

For nearly 45 years, the USO Puget Sound Area has provided 'all the comforts of home' to our brave military personnel and their families, via the USOPSA centers at Sea-Tac Airport and Joint Base Lewis-McChord, the USO Mobile Canteen, special events, and deployments and homecomings at military installations throughout the Puget Sound region.

The USO Puget Sound Area is a private, non-profit organization, and a chartered center of USO Headquarters in Washington, D.C., not a government agency. We rely on the generosity of our volunteers and donors. We are also supported through the Combined Federal Campaign (CFC-15348).

For more information on how to volunteer, or to make a tax-deductible donation to the USO Puget Sound Area, visit us online at: <http://www.usopsa.org>.

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