NEWS RELEASE

J. M. Smucker Declares Dividend; Announces Second Quarter Earnings Conference Call

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ORRVILLE, Ohio, Oct. 21 /**PRNewswire-FirstCall**/ -- The board of directors of The J. M. Smucker Company (NYSE: SJM) declared a $0.32 per share dividend on the common shares of the Company to be paid on Monday, December 1, 2008, to shareholders of record at the close of business on Friday, November 14, 2008.

The Company will conduct its second quarter fiscal 2009 earnings conference call and webcast on Friday, November 21, 2008 at 8:30 a.m. E.T. Earnings will be released on the morning of the call. The live webcast can be accessed from the Company's website at www.smuckers.com . The webcast replay, as well as a replay in downloadable MP3 format, will be available following the call. The audio replay can be accessed by dialing 888-203-1112 or 719-457-0820 and entering pass code 4221422. The replay will be available until Friday, November 28, 2008.

About The J. M. Smucker Company

The J. M. Smucker Company is the leading marketer and manufacturer of fruit spreads, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and health and natural foods beverages in North America. Its family of brands includes Smucker's(R), Jif(R), Crisco(R), Pillsbury(R), Eagle Brand(R), R.W. Knudsen Family(R), Hungry Jack(R), White Lily(R) and Martha White(R) in the United States, along with Robin Hood(R), Five Roses(R), Carnation(R), Europe's Best(R) and Bick's(R) in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. Since 1998, the Company has appeared on FORTUNE Magazine's annual listing of the 100 Best Companies to Work For in

the United States, ranking number one in 2004. For more information about the Company, visit www.smuckers.com .

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SOURCE The J. M. Smucker Company