THE J.M. SMUCKER Co

NEWS RELEASE

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

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ORRVILLE, Ohio, Oct. 26 /**PRNewswire-FirstCall**/ -- The board of directors of The J. M. Smucker Company (NYSE: SJM) declared a $0.28 per share dividend on the common shares of the Company to be paid on Friday, December 1, 2006, to shareholders of record at the close of business on Wednesday, November 15, 2006.

The Company will conduct its second quarter fiscal 2007 earnings conference call and webcast on Friday, November 17, 2006, 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 5044297. The replay will be available until Friday, November 24, 2006.

The J. M. Smucker Company is the leading marketer and manufacturer of fruit spreads, peanut butter, shortening and oils, ice cream toppings and health and natural foods beverages in North America. Its family of brands includes Smucker's(R), Jif(R), Crisco(R), Pillsbury(R), R.W. Knudsen Family(R), Hungry Jack(R) and Martha White(R) in the United States, along with Robin Hood(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 made FORTUNE Magazine's annual listing of the 100 Best Companies to Work For in the United States, ranking number one in 2003 and earning a spot in the top 25 since the listing's inception. For more information about the Company, visit www.smuckers.com.

CONTACT: Mark R. Belgya, Vice President, CFO and Treasurer of The J. M. Smucker Company, +1-330-682-3000