NEWS RELEASE

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

10/28/2004

ORRVILLE, Ohio, Oct. 28 /**PRNewswire-FirstCall**/ -- The board of directors of The J. M. Smucker Company (NYSE: SJM) declared a $0.25 per share dividend on the common shares of the Company to be paid on December 1, 2004, to shareholders of record at the close of business on November 17, 2004.

The Company will conduct a second quarter earnings conference call and webcast on Friday, November 19, 2004, at 8:30 a.m. E.T. Earnings will be released prior to the call. The webcast can be accessed from the Company's website at http://www.smuckers.com . For those unable to listen to the webcast, an audio replay will be available following the call and can be accessed by calling 888-203-1112 or 719-457-0820 and entering passcode 808255.

The audio replay will be available until Friday, November 26, 2004.

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(SJM)