THE J.M. SMUCKER Co

NEWS RELEASE

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

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ORRVILLE, Ohio, Jan. 30 /**PRNewswire-FirstCall**/ -- The board of directors of The J. M. Smucker Company (NYSE: SJM) declared a $0.23 per share dividend on the common shares of the Company to be paid on March 1, 2004, to shareholders of record at the close of business on February 17, 2004.

The Company will conduct a third quarter earnings conference call and webcast on Friday, February 13, 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 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 800-428-6051 in the United States or 973-709-2089 internationally and entering replay pass code 318127. The audio replay will be available until Monday, February 16, 2004, at 11:59 p.m. E.T.

SOURCE J. M. Smucker Company /CONTACT: Mark R. Belgya, Treasurer of The J. M. Smucker Company, +1-330-682-3000/