THE J.M. SMUCKER Co

NEWS RELEASE

J. M. Smucker Elects New Officer; Announces Other Executive Changes

1/30/2004

ORRVILLE, Ohio, Jan. 30 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) announced today that Andrew G. Platt, currently its director of business technology, has been elected to the position of Vice President - Information Services and Chief Information Officer, effective February 1, 2004. In his new position, Mr. Platt will report to the Company's Vice President and Controller, Richard G. Jirsa, and will be responsible for the Company's technology and information services.

The Company also announced that Vincent C. Byrd, currently its Vice President and General Manager, Consumer Market, has been promoted to Senior Vice President - Consumer Market, and Fred A. Duncan, currently Vice President - Special Markets, has been promoted to Senior Vice President - Special Markets.

Additionally, the Company announced that Mark R. Belgya, the Company's Treasurer, has been promoted to Vice President and Treasurer, and M. Ann Harlan, General Counsel and Secretary, has been promoted to Vice President, General Counsel and Secretary.

The J. M. Smucker Company (www.smuckers.com) was founded in 1897 when the Company's namesake and founder sold his first product -- apple butter -- from the back of a horse-drawn wagon. Today, over a century later, the Company is the market leader in fruit spreads, peanut butter, shortening and oils, ice cream toppings, and health and natural foods beverages in North America under such icon brands as Smucker's(R), Jif(R) and Crisco(R). For over 100 years, The J. M. Smucker Company has been headquartered in Orrville, Ohio, and has been family run

for four generations. The J. M. Smucker Company has over 2,700 employees worldwide and distributes products in more than 45 countries.

SOURCE J. M. Smucker Company
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/Web site: http://www.smuckers.com /
(SJM)

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