THE J.M. SMUCKER Co

NEWS RELEASE

# J. M. Smucker To Webcast Prudential Securities

9/3/2002

ORRVILLE, Ohio, Sep 3, 2002 (BUSINESS WIRE) -- The J. M. Smucker Company (NYSE:SJM), invites interested shareholders, investors, and consumers to listen to its management presentation at the Prudential Securities "Back-To-School" Consumer Conference in Boston live over the Internet on Wednesday, September 4, 2002, at 1:30 p.m. ET. Richard Smucker, President and Co-CEO, and Steven J. Ellcessor, Chief Financial Officer, will provide an update on the Company's business highlighting the financial performance in the first fiscal quarter.

The live audio webcast may be accessed at www.smuckers.com and will also be available for replay.

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, ice cream toppings, health and natural foods beverages, and natural peanut butter in North America. In June of this year, the Company further enhanced its leadership position with the addition of Jif peanut butter and Crisco shortening and oils to the Smucker family of brands. For over 100 years, the Company has been headquartered in Orrville, Ohio, and has been family run for four generations. The J. M. Smucker Company has 2,700 employees worldwide and distributes products in more than 45 countries.

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