THE J.M. SMUCKER Co

NEWS RELEASE

J.M. Smucker Announces Promotion and New Hire

12/18/1998

ORRVILLE, Ohio, Dec. 18 /**PRNewswire**/ -- The J. M. Smucker Company, (NYSE: SJMA and SJMB), announced today that Eloise L. Mackus, currently its assistant general counsel, has been promoted to the position of director, international, effective January 1, 1999. In her new position, Ms. Mackus will report to the Company's vice president and general manager, international and beverage markets, Charles A. Laine, and will be responsible for assisting him in managing and directing the Company's international operations. Ms. Mackus has been with the Company since 1994. Prior to that time, she was a partner in the Akron law firm of Brouse & McDowell.

The Company also announced that M. Ann Harlan had been hired to become the Company's new assistant general counsel. Ms. Harlan currently is a partner in the Cleveland law firm of Calfee, Halter & Griswold LLP, where she has specialized in corporate, commercial, and healthcare matters. A graduate of Skidmore College and Case Western Reserve University School of Law, Ms. Harlan will be responsible for managing the Company's legal function and will report to the Company's vice president -- administration and general counsel.

The J.M. Smucker Company (http://www.smucker.com) is the nation's leading producer of branded preserves, jams, jellies, and other fruit spread products, health and natural foods beverages, ice cream toppings, and natural peanut butter.