THE J.M. SMUCKER Co

NEWS RELEASE

J.M. Smucker to Hold Management Conference Call

2/12/2002

ORRVILLE, Ohio, Feb 12, 2002 (BUSINESS WIRE) -- The J. M. Smucker Company (NYSE:SJM), invites interested shareholders, investors, and consumers to listen to its management presentation to securities analysts live over the Internet on Thursday, February 14, 2002, at 8:30 a.m. ET. Timothy Smucker, Chairman and Co-CEO, Richard Smucker, President and Co-CEO, and Steven J. Ellcessor, Vice President - Finance and Administration, will provide an update of the previously announced merger of the Jif and Crisco businesses and discuss the Company's third quarter earnings results, which will be issued prior to the conference call.

The live audio webcast may be accessed at www.smuckers.com and will also be available for replay. If you do not have internet access and want to listen to an audio replay, call 800/428-6051 in the United States or 973/709-2089 internationally and enter replay passcode 232191. The audio replay will be available until 11:00 p.m. ET, Sunday, February 17, 2002.

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. The Company has over 2,000 employees worldwide and distributes products in more than 70 countries.

CONTACT:

The J. M. Smucker Company, Orrville Steven J. Ellcessor, 330/682-3000

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