THE J.M. SMUCKER Co

NEWS RELEASE

Pillsbury(R) Doughboy(R) Launches 2nd Annual Kids Bake It Fun!(SM) Contest

9/16/2004

Contest Asks Kids to Submit Their Most Imaginative Dessert Ideas

ORRVILLE, Ohio, Sep 16, 2004 /PRNewswire-FirstCall via COMTEX/ -- Open the cupboard, call the kids and get ready to bake up some fun. The second annual Pillsbury "Kids Bake It Fun!" contest is underway, and offers kids -- with help from grown-ups at home -- the opportunity to create an imaginative dessert for a chance to win great prizes, including a $25,000 grand prize.

The contest invites kids, ages 5 to 15, to submit a photo and 50-word-or-less description of an original dessert made using Pillsbury baking mixes or frosting. The dessert can be anything a kid can dream up -- from a monkey-shaped cake topped with bananas to a chocolate brownie filled with peanut butter and marshmallows. A parent or adult relative or mentor must approve and submit the entry and can help prepare the creation.

The top 10 entries will win $1,000 in cash and be featured on pillsburybaking.com during the month of February. An online ballot will be available to allow site visitors to cast their votes to help determine the $25,000 grand-prize winner. In addition, the first 5,000 eligible entrants will receive a Radio Disney "Ultimate Jams" music CD.

"The 'Kids Bake It Fun!' contest is designed to bring kids and grown-ups together to create imaginative treats and special memories in the kitchen," said Maribeth Badertscher, communications manager, The J.M. Smucker Company. "Last year's contest yielded numerous fun and creative entries from families who made 'Kids Bake It

Fun!' a weekend activity. We hope this year's contest inspires more wonderful dessert ideas and family gatherings."

Contest Specifics:
- Go to http://www.pillsburybaking.com to print off the official rules, entry form and contest criteria. The entry form must be obtained and completed by a parent or legal guardian.
- Create an original treat using Pillsbury brand baking mixes and/or frostings.
- Take a photo of the creation.
- Complete the "Kids Bake It Fun!" entry form, which asks you to name the treat and describe it in 50 words-or-less.
- Send the completed form and photo to "Kids Bake It Fun!" Contest, P.O. Box 3744, St. Cloud, MN 56397-3744. Deadline for submission is Nov. 30, 2004.
- Contest entries will be judged on originality and creativity, as well as appearance, and ease of preparation.
- Ten finalists will be announced in February, and following the online vote, the Pillsbury Doughboy will reveal the grand-prize winner in spring 2005.

The winner of the first "Kids Bake It Fun!" contest in 2003 was Tyler Modjeski of Valrico, Fla. Modjeski's award-winning entry was "Jeepers Creepers," a "spooky-looking" chocolate cake covered in green-colored frosting. Modjeski, 12, will appear with his mom Donna in national magazine advertisements promoting the 2004 contest and in a Sunday newspaper coupon that runs in newspapers nationwide on Oct. 17. Modjeski's entry and the other 2003 contest finalist entries are posted on pillsburybaking.com.

The J.M. Smucker Company

The J.M. Smucker Company (http://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). In June 2004, the Company expanded its family of products to include such brands as Pillsbury(R) baking mixes and ready-to-spread frostings; Hungry Jack(R) pancake mixes, syrups and potato side dishes, and Martha White(R) baking mixes and ingredients in the US, along with Robin Hood(R) flour and baking mixes, and Bick's(R) pickles and condiments in Canada. For over 107 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 was recognized as the top company in FORTUNE Magazine's 2003 annual survey of The 100 Best Companies to Work For and has ranked consistently in the top 25 companies each year since FORTUNE began the list in 1998. The J.M. Smucker Company has over 4,500

employees worldwide and distributes products in more than 45 countries.

Pillsbury Desserts and Baking Mixes

For more information on the company's Pillsbury-brand products including mixes for brownies, cakes, cookies, muffins, quick breads and other baked goods and desserts; ready-to-spread frosting; and flour, visit http://www.pillsburybaking.com .

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