THE J.M. SMUCKER Co

NEWS RELEASE

Pillsbury(R) Doughboy(R) Unveils Limited-Edition Pillsbury(R) Treat Toppers(TM) Squeeze Frosting

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New Product Features Innovative Squeezable Frosting in Doughboy-Shaped Bottle Treat Toppers Offers New Usage Ideas for Frosting, Makes Snacking More Fun and Creative

ORRVILLE, Ohio, Oct. 15 /**PRNewswire-FirstCall**/ -- Did you ever feel like giving the Pillsbury Doughboy a squeeze? Well, now you can with the new limited-edition Pillsbury Treat Toppers squeeze frosting, an innovative product that offers new uses for ready-to-spread frosting beyond the traditional cake topping and decorating applications.

(Photo: http://www.newscom.com/cgi-bin/prnh/20040927/CLM066-a)

(Photo: http://www.newscom.com/cgi-bin/prnh/20040927/CLM066-b)

Available in vanilla and chocolate, Pillsbury Treat Toppers is a specially formulated squeezable frosting for use as an any-time topping on any type of treat -- from homemade or ready-to-eat cookies to graham crackers, fruit and ice cream. Treat Toppers comes packaged in a plastic bottle shaped like the Pillsbury Doughboy -- one of America's most recognized and beloved food brand spokescharacters.

The smooth, creamy texture of Treat Toppers makes the product easy to spread, and its convenient, grab-and-go container lends itself to spontaneous use on individual snack items. In addition, with the Treat Toppers squeezable bottle, there's no mess or need to use utensils.

"Pillsbury Treat Toppers offers both kids and adults a new, convenient way to bring some fun, flavor and festivity to a favorite snack," said Maribeth Badertscher, communications manager, The J. M. Smucker Company. "Whether someone wants to squirt, squiggle, swirl, dip or dollop, Treat Toppers gives consumers the freedom to personalize and jazz up just about any treat. And what better way to deliver this product than with the Pillsbury Doughboy.

"The Doughboy is a friendly and familiar character that not only adds a bit of fun to the new Treat Toppers product but appeals to consumers and attracts attention in-store," Badertscher said.

Pillsbury Treat Toppers are available for a limited time at select retail outlets nationwide. The suggested retail price is $2.49.

In addition to Treat Toppers, Pillsbury offers 30 varieties of ready-to- spread frosting. Pillsbury frostings include long-time Creamy Supreme(R) frosting favorites -- such as Chocolate and Vanilla -- unique flavors -- including Chocolate Cream Cheese and Lemon -- and Funfetti(R) seasonal frosting varieties -- such as Halloween, Holiday and Stars & Stripes(R). In 2004, Pillsbury also introduced light-and-fluffy Pillsbury Whipped Supreme(TM) frostings in three flavors: vanilla, cream cheese and milk chocolate.

Pillsbury Treat Toppers is the latest of numerous frosting innovations for the Pillsbury brand. Pillsbury was the first brand to package frosting and candy sprinkles with the introduction of Pillsbury Creamy Supreme Vanilla Funfetti frosting in 1990.

Pillsbury desserts and baking mixes are owned and marketed by The J. M. Smucker Company (NYSE: SJM). The company's Pillsbury-brand products include mixes for brownies, cakes, cookies, muffins, quick breads and other baked goods and desserts; ready-to-spread frosting; and flour. For more information, visit http://www.pillsburybaking.com .

About 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 United States, 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.

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SOURCE J. M. Smucker Company
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