



THE J.M. SMUCKER Co

NEWS RELEASE

# Smucker Announces Roster of Athletes for the Sochi 2014 Olympic Winter Games

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Smucker celebrates Olympic champions and 2014 Olympic hopefuls through Team USA sponsorship  
ORRVILLE, Ohio, Oct. 28, 2013 /PRNewswire/ -- The J.M. Smucker Company (NYSE: SJM) proudly announced today its roster of Team USA athletes, featuring U.S. Olympic champions and current U.S. Olympic hopefuls training to represent the United States at the Sochi 2014 Olympic Winter Games in Russia.

Athletes sponsored by Smucker include:

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- J.R. Celski , two-time Olympic bronze medalist in short track speedskating;
- Kelly Clark , 2002 Olympic champion, 2006 Olympian, and 2010 Olympic bronze medalist in halfpipe snowboarding;
- Nick Goepper , 2013 Winter X Games gold medalist in slopestyle freeskiing;
- Gracie Gold , 2013 U.S. figure skating silver medalist;
- Evan Lysacek , 2010 Olympic figure skating champion;
- Julia Mancuso , 2006 Olympic champion and two-time 2010 Olympic silver medalist in alpine skiing;
- Louie Vito , 2010 Olympian and five-time Winter X Games medalist in halfpipe snowboarding;
- Kristi Yamaguchi , 1992 Olympic figure skating champion.

"The Winter Games represent a unique opportunity for families across the country to gather together and celebrate

the remarkable achievements of these world-class athletes," said Richard Smucker, Chief Executive Officer of The J.M. Smucker Company. "We've partnered with an exceptional group of athletes, and we look forward to gathering with our own families during the Games to watch and share in their memorable Olympic moments."

Participating athletes will be featured in exclusive advertising, digital marketing, and cross-promotional activities leading up to the Games in support of four of the Company's leading brands – Smucker's® , Folgers® , Jif® , and Smucker's Uncrustables® . Unique information and content will be shared on participating brands' digital and social media properties giving consumers the opportunity to get to know each athlete as they document their individual journeys to the Sochi Winter Games.

Smucker is an official sponsor of the 2014 and 2016 U.S. Olympic and Paralympic Teams competing in Sochi, Russia, and Rio de Janeiro, Brazil. In addition to financial support, Smucker will make available for athletes and coaches a variety of food products from its participating brands at each of the U.S. Olympic Training Centers and at additional team venues.

#### Get to Know the Athletes

Smucker has assembled a distinguished team of athletes, each partnering with specific brands as a way to personalize the Sochi Winter Games experience for consumers. Fans can learn more about each athlete closer to the Games at their associated brands' Facebook and Twitter pages at [facebook.com/folgers](https://facebook.com/folgers), #folgers, [facebook.com/uncrustables](https://facebook.com/uncrustables), #uncrustables, @uncrustables, [facebook.com/jif](https://facebook.com/jif), #jif, @jif, and [facebook.com/smuckers](https://facebook.com/smuckers), #smuckers, @smuckers.

#### J.R. Celski, Short Track Speedskating

Two-time Olympic bronze medalist J.R. Celski will team up with Folgers and Smucker's Uncrustables brands. Qualifying for the U.S. Olympic Team in 2010, Celski went on to win Olympic bronze medals in the 1500 meters and the 5000 meters relay. Gearing up for 2014, Celski won seven medals during the 2012-13 season and set a world record in the 500 meters at a World Cup in Calgary, Canada.

#### Kelly Clark, Halfpipe Snowboarding

Kelly Clark, who won an Olympic gold medal in women's halfpipe in 2002 and a bronze medal in 2010, will partner with Folgers and Smucker's Uncrustables brands. Since first making the U.S. Snowboarding team in 2000, Clark has gone on to become one of the most celebrated figures in the sport. After more than a decade competing, she continues to set records. She won 16 consecutive events from 2011-12 and celebrated her 60<sup>th</sup> career win during the 2013 season.

### Nick Goepper, Freeskiing Slopestyle

Joining with the Jif brand, Nick Goepper is one of the top American slopestyle skiers, taking home the gold medal in slopestyle at the 2013 Winter X Games. Goepper opened the 2013-14 season with two big wins at The North Face Open and New Zealand Winter Games and hopes to represent Team USA in slopestyle, which will make its Olympic debut in Sochi.

### Gracie Gold, Figure Skating

Reigning U.S. figure skating silver medalist Gracie Gold will partner with the Smucker's brand. Gold rose quickly up the ranks of America's best figure skaters, winning the U.S. Junior Championships in 2012 and capturing the silver medal at the World Junior Championships that same year. Gold made her debut on the senior level Grand Prix circuit in the 2012-13 season and followed her silver medal performance at the U.S. Championships with a strong finish at the 2013 World Figure Skating Championships, placing sixth.

### Evan Lysacek, Figure Skating

The 2010 Olympic gold medalist in men's figure skating, Evan Lysacek will join the Smucker's brand as he attempts to become the first man to win back-to-back Olympic figure skating titles in more than a half century. In addition to his Olympic victory, Lysacek has won 10 major titles including a World Championship in 2009, two U.S. Championships in 2007 and 2008 and the Grand Prix Final in 2009, making him the most decorated U.S. male skater of the past decade.

### Julia Mancuso, Alpine Skiing

Partnering with the Jif brand, Julia Mancuso has won more major championship medals in alpine skiing than any other American woman with eight -- three Olympic and five World Championships. Over her career, she has won a combined total of 33 World Cup medals spanning four events -- super g, downhill, giant slalom and super combined. Her crowning achievement came during the 2006 Olympic Winter Games, when she captured the gold medal in women's giant slalom. She added to her Olympic medal tally during the 2010 Winter Games with silver medals in the women's combined and women's downhill, making her the most decorated U.S. female Olympic skier in history.

### Louie Vito, Halfpipe Snowboarding

A 2010 Olympian, four-time Grand Prix overall halfpipe champion, back to back Dew Cup title winner, and a five-

time Winter X Games medalist, Louie Vito will represent Smucker's Uncrustables sandwiches as he looks to qualify for the 2014 U.S. Olympic Team and compete in his second consecutive Olympic Winter Games. Vito has made the podium in 17 of his last 20 major contests and is the current Winter Dew Tour overall halfpipe champion and U.S. Grand Prix overall halfpipe champion.

#### Kristi Yamaguchi, Figure Skating Legend

Smucker's Uncrustables spokesperson Kristi Yamaguchi followed up her unforgettable gold medal victory in the 1992 Olympic Winter Games with a diverse career that has included professional figure skating, publishing, television, and philanthropy. Throughout her career, she has received numerous awards, including induction into the U.S. Olympic Hall of Fame and serving as a Goodwill Ambassador for the 2002 Olympic Winter Games in Salt Lake City. One of her lasting achievements is her Always Dream Foundation, which supports children's charities in the San Francisco Bay area.

#### About The J.M. Smucker Company

For more than 115 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and natural foods products in North America. Its family of brands includes Smucker's<sup>®</sup>, Folgers<sup>®</sup>, Dunkin' Donuts<sup>®</sup>, Jif<sup>®</sup>, Crisco<sup>®</sup>, Pillsbury<sup>®</sup>, Eagle Brand<sup>®</sup>, R.W. Knudsen Family<sup>®</sup>, Hungry Jack<sup>®</sup>, Cafe Bustelo<sup>®</sup>, Café Pilon<sup>®</sup>, truRoots<sup>®</sup>, White Lily<sup>®</sup> and Martha White<sup>®</sup> in the United States, along with Robin Hood<sup>®</sup>, Five Roses<sup>®</sup>, Carnation<sup>®</sup> and Bick's<sup>®</sup> in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. For more information about the Company, visit [www.jmsmucker.com](http://www.jmsmucker.com).

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For further information: Maribeth Burns, The J.M. Smucker Company, 330-684-3034