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THE J.M. SMUCKER Co

NEWS RELEASE

Smucker Partners with Seven Team USA Athletes for the Rio 2016 Olympic Games

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Athletes include past champions and current Olympic and Paralympic hopefuls

ORRVILLE, Ohio, April 26, 2016 /PRNewswire/ -- The J.M. Smucker Company (NYSE: SJM) proudly announced today its partnership with seven Team USA athletes including U.S. Olympic champions and current U.S. Olympic and Paralympic hopefuls training to represent the United States at the Rio 2016 Olympic Games in Rio de Janeiro, Brazil.

Partner athletes will be featured prominently in advertising, packaging, digital marketing, and retail promotions in support of the Company's participating brands – Smucker's[®], Folgers[®], Jif[®], and Smucker's[®] Uncrustables[®]. Exclusive content about each athlete will be shared on participating brands' digital and social media properties, providing fans with the opportunity to follow along on each athlete's personal journey towards the Rio Games.

"We recognize the dedication and commitment of our Team USA athletes and their families as they prepare for the Rio Games," said Richard Smucker, Chief Executive Officer of The J.M. Smucker Company. "We are honored our Company and our brands can play a small role in helping these remarkable athletes achieve their dreams while providing a way for fans to share in their many memorable moments."

Smucker is pleased to announce its partnership with the following athletes:

Conor Dwyer, Swimming

Conor Dwyer is a 2012 Olympic gold medalist and five-time World Champion. He won gold as part of the 4x200 meter free relay team in 2012 and also has won nine World Championship medals.

Allyson Felix, Track & Field

Four-time Olympic gold medalist Allyson Felix will be training to compete in a fourth Olympic Games. Felix won silver medals in the 200 meters in both 2004 and 2008 and won gold medals in the 4x400 meter relay in 2008 and in the 200 meters, the 4x100 meter relay, and the 4x400 meter relay in 2012.

Ali Krieger, Soccer

A star midfielder and defender, Krieger played a key role in the team's 2015 Women's World Cup Championship as part of a defense that held opponents scoreless for a record 540 minutes during the tournament. She is also captain of the Washington Spirit of the National Women's Soccer League and is looking forward to competing in her first Olympic Games.

Shawn Johnson, Gymnastics Legend

Shawn Johnson won four medals in the Beijing 2008 Games, including gold in the balance beam and three silver medals for the women's gymnastics team competition, individual all-around competition, and floor exercise. Johnson will be on-site in Rio serving as a correspondent.

Aly Raisman, Gymnastics

Aly Raisman was the most decorated American gymnast at the London 2012 Games. As team captain, Raisman helped lead the U.S. women's team to the gold medal in the team competition and went on to become the first American gymnast to win gold in the individual floor exercise while also winning bronze on balance beam.

April Ross, Beach Volleyball

April Ross began her beach volleyball career in 2006, finding near instant international success. Ross and her volleyball partner reached the gold medal round at the London 2012 Games, winning the silver medal.

Melissa Stockwell, Paratriathlete

Melissa Stockwell is a three-time World Champion in Paratriathlon, a sport making its debut in Rio. After a severe leg injury in the Iraq War and a medical retirement from the Army with a Purple Heart and a Bronze Star Medal, Stockwell turned her lifelong passion for athletics into a dream to compete in the Paralympics. She competed in the 2008 Paralympics as part of the U.S. women's swim team and carried the American flag during the Closing Ceremony.

Smucker is an official sponsor of the 2016 U.S. Olympic and Paralympic Teams, providing financial support to the United States Olympic Committee in support of Team USA athletes. Smucker will make available for all U.S. athletes and coaches a variety of Smucker's, Jif, Folgers, and Smucker's Uncrustables products at each of the U.S. Olympic Training Centers and other team venues, including the Athlete Village in Rio.

Smucker also is the presenting sponsor of the USOC's official Team USA App, which features exclusive Team USA content including the latest news, features, photos, and videos on Team USA. The Team USA App can be downloaded at TeamUSA.org/MobileApp.

Follow these athletes' stories and more at:

Smucker's – facebook.com/smuckers, @smuckers on Twitter and @SmuckersBrand on Instagram;

Folgers – facebook.com/folgers and @folgers on Twitter;

Jif – facebook.com/jif, @jif on Twitter and @jifBrand on Instagram;

Uncrustables – facebook.com/uncrustables and @Uncrustables on Twitter and Instagram.

About The J.M. Smucker Company

For nearly 120 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 consumer food and beverage products and pet food and pet snacks in North America. In

consumer foods and beverages, its brands include Smucker's[®], Folgers[®], Jif[®], Dunkin' Donuts[®], Crisco[®], Pillsbury[®], R.W. Knudsen Family[®], Hungry Jack[®], Café Bustelo[®], Martha White[®], truRoots[®], Sahale Snacks[®], Robin Hood[®], and Bick's[®]. In pet food and pet snacks, its brands include Meow Mix[®], Milk-Bone[®], Kibbles 'n Bits[®], Natural Balance[®], and 9Lives[®]. 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 jmsmucker.com.

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