NEWS RELEASE

The J. M. Smucker Company Acquires White Lily Brand

10/19/2006

ORRVILLE, Ohio, Oct. 19 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) announced today it has acquired the White Lily(R) brand from C.H. Guenther & Son, Inc., parent company of The White Lily Foods Company. White Lily branded products include all purpose and specialty flours, cornmeal, muffin mixes, grits and frozen biscuits, with sales of approximately $33 million.

"We recognize and appreciate the heritage of the White Lily brand and are excited to welcome it to the Smucker family of brands," said Richard Smucker, president and co-chief executive officer. "The acquisition of the White Lily brand further builds on the Company's strength in the baking category, as well as our significant presence in the southern region of the United States."

The products will be co-packed for Smucker by C.H. Guenther at its Knoxville, Tennessee, and Prosperity, South Carolina, facilities.

About The J. M. Smucker Company

The J. M. Smucker Company is the leading marketer and manufacturer of fruit spreads, peanut butter, shortening and oils, ice cream toppings and health and natural foods beverages in North America. Its family of brands includes Smucker's(R), Jif(R), Crisco(R), Pillsbury(R), R.W. Knudsen Family(R), Hungry Jack(R) and Martha White(R) in the United States, along with Robin Hood(R) and Bick's(R) 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. Since 1998, the Company has made FORTUNE Magazine's annual listing of the 100 Best Companies to Work For in the United States, ranking number one in 2003 and earning a spot in the top 25 since the listing's inception. For more information about the company, visit www.smuckers.com.

Forward Looking Paragraph to be Revised to the following:

This press release contains forward-looking statements, including statements regarding estimates of future earnings and cash flows that are subject to risks and uncertainties that could cause actual results to differ materially. Other risks and uncertainties that may materially affect the Company are detailed from time to time in the respective reports filed by the Company with the Securities and Exchange Commission, including Forms 10-Q, 10-K, and 8-K.

SOURCE J. M. Smucker Company
-0- 10/19/2006
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(SJM)

CO: J. M. Smucker Company; C.H. Guenther & Son, Inc.
ST: Ohio
IN: FOD REA
SU: TNM

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