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THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company Announces Coffee Price Decreases

5/15/2012

ORRVILLE, Ohio, May 15, 2012 /PRNewswire/ -- The J. M. Smucker Company (NYSE: SJM) announced today that it decreased the list price for the majority of its packaged coffee products sold in the United States, primarily consisting of items sold under the Folgers[®], Dunkin' Donuts[®], Millstone[®], and Cafe Bustelo[®] brand names. Prices decreased an average of six percent on impacted items in response to sustained declines in green coffee costs. The Company is currently in its quarter-end quiet period and, therefore, will answer investor related questions during its June 7, 2012, fiscal fourth quarter earnings conference call.

Dunkin' Donuts[®] brand is licensed to The J. M. Smucker Company for packaged coffee products sold in retail channels such as grocery stores, mass merchandisers, club stores, and drug stores. This press release does not pertain to Dunkin' Donuts[®] coffee or other products for sale in Dunkin' Donuts[®] restaurants.

About The J. M. Smucker Company

For more than 110 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 health and natural foods beverages in North America. Its family of brands includes Smucker's[®], Folgers[®], Dunkin' Donuts[®], Jif[®], Crisco[®], Pillsbury[®], Eagle Brand[®], R.W. Knudsen Family[®], Hungry Jack[®], Cafe Bustelo[®], Cafe Pilon[®], White Lily[®] and Martha White[®] in the United States, along with Robin Hood[®], Five Roses[®], Carnation[®] and Bick's[®] 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.smuckers.com.

The J. M. Smucker Company is the owner of all trademarks, except for the following which are used under license: Pillsbury[®], the Barrelhead logo and the Doughboy character are trademarks of The Pillsbury Company, LLC; Carnation[®] is a trademark of Societe des Produits Nestle S.A.; Dunkin' Donuts[®] is a registered trademark of DD IP Holder, LLC; and Douwe Egberts[®] and Pickwick[®] are registered trademarks of Sara Lee/DE B.V. Borden[®] and Elsie are also trademarks used under license.

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