NEWS RELEASE

The J. M. Smucker Company Announces Coffee Price Increases

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ORRVILLE, Ohio, May 18, 2010 /PRNewswire via COMTEX/ --The J. M. Smucker Company (NYSE: SJM) today announced that it will increase the list price for the majority of its Folgers(R), Dunkin' Donuts(R), Millstone(R), and Folgers(R) Gourmet Selections(R) coffee products sold in its U.S. retail coffee market effective today. Prices will increase an average of four percent on impacted items. Prices for coffee sold in the Company's other business areas are also increasing during the current fiscal quarter.

The increase in price is driven by sustained increases in green coffee, fuel, and packaging costs. The Company is currently in its year-end quiet period and, therefore, will answer investor related follow up questions during its June 17, 2010, fourth quarter earnings conference call.

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 help families create memorable mealtime moments. Today, Smucker is the 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(R), Folgers(R), Dunkin' Donuts(R), Jif(R), Crisco(R), Pillsbury(R), Eagle Brand(R), R.W. Knudsen Family(R), Hungry Jack(R), White Lily(R) and Martha White(R) in the United States, along with Robin Hood(R), Five Roses(R), Carnation(R), Europe's Best(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. The Company has appeared on FORTUNE Magazine's list of the 100 Best Companies to Work For in the United States 12 times, ranking number one in 2004. For more information about the Company, visit **http://www.smuckers.com/**.

The J. M. Smucker Company is the owner of all trademarks, except Pillsbury is a trademark of The Pillsbury Company, LLC, used under license; Carnation is a trademark of Societe des Produits Nestle S.A., used under license; and Dunkin' Donuts is a registered trademark of DD IP Holder LLC, used under license.

SOURCE The J. M. Smucker Company