NEWS RELEASE

The J. M. Smucker Company Announces Dividend Increase and Annual Meeting Date

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ORRVILLE, Ohio, April 13 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) today announced that the Board of Directors has approved an increase in the quarterly dividend from $0.27 to $0.28 per common share. The dividend is payable on Thursday, June 1, 2006, to shareholders of record at the close of business on Monday, May 15, 2006.

The Company also announced that its annual meeting of shareholders will be held on Thursday, August 17, 2006. Shareholders of record at the close of business on Monday, June 19, 2006, will be entitled to notice of the annual meeting and to vote on matters considered at the meeting.

About The J. M. Smucker Company

The J. M. Smucker Company (www.smuckers.com) was founded in 1897 when the Company's namesake and founder sold his first product -- apple butter -- from the back of a horse-drawn wagon. Today, over a century later, the Company is the market leader in fruit spreads, peanut butter, shortening and oils, ice cream toppings, and health and natural foods beverages in North America under such icon brands as Smucker's(R), Jif(R) and Crisco(R). The family of brands also includes Pillsbury(R) baking mixes and ready-to-spread frostings; Hungry Jack(R) pancake mixes, syrups and potato side dishes; and Martha White(R) baking mixes and ingredients in the U.S., along with Robin Hood(R) flour and baking mixes and Bick's(R) pickles and condiments in Canada. For over 109 years, The J. M. Smucker Company has been headquartered in Orrville, Ohio, and has been family run for four generations. Since

the 1998 inception of FORTUNE Magazine's annual survey of the 100 Best Companies to Work For, The J. M. Smucker Company has consistently been recognized as one of the top 25 companies to work for in the United States. The J. M. Smucker Company has over 3,500 employees worldwide and distributes products in more than 45 countries.

SOURCE: J. M. Smucker Company CONTACT: Mark R. Belgya, Vice President, CFO, and Treasurer of The J. M. Smucker Company, +1-330-682-3000 Web site: http://www.smuckers.com