THE J.M. SMUCKER Co

NEWS RELEASE

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

4/17/2007

ORRVILLE, Ohio, April 17 /**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 $0.28 to $0.30 per common share. The dividend is payable on Friday, June 1, 2007, to shareholders of record at the close of business on Tuesday, May 15, 2007.

The Company also announced that its annual meeting of shareholders will be held on Thursday, August 16, 2007. Shareholders of record at the close of business on Monday, June 18, 2007, 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 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), White Lily(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 appeared on FORTUNE Magazine's annual listing of the 100 Best Companies to Work For in the United States, ranking number one in 2004. For more information about the company, visit www.smuckers.com.

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