NEWS RELEASE

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

4/21/2009

ORRVILLE, Ohio, April 21 /**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 $0.32 to $0.35 per common share. The dividend is payable on Monday, June 1, 2009, to shareholders of record at the close of business on Friday, May 15, 2009.

The Company also announced that its annual meeting of shareholders will be held on Wednesday, August 19, 2009. The meeting will be at 11:00 a.m., EDT, at Fisher Auditorium, Ohio Agricultural Research and Development Center, State Route 302, Wooster, Ohio. Shareholders of record at the close of business on Tuesday, June 23, 2009, will be entitled to notice of the annual meeting and to vote on matters considered at the meeting.

About The J. M. Smucker Company

For more than 100 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), 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 11 times, ranking number one in 2004. For more information about the Company, visit **www.smuckers.com**.

Contacts:

The J. M. Smucker Company
(330) 682-3000

Investors:
Mark R. Belgya
Vice President, Chief Financial Officer and Treasurer

Sonal P. Robinson
Director, Corporate Finance and Investor Relations

The J. M. Smucker Company is the owner of all trademarks, except Pillsbury is a trademark of The Pillsbury Company, used under license and Carnation is a trademark of Societe des Produits Nestle S.A., used under license.

SOURCE The J. M. Smucker Company