THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company Announces First Quarter Earnings Conference Call

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ORRVILLE, Ohio, July 30 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) will conduct its first quarter fiscal 2008 earnings conference call and webcast on Friday, August 17, 2007, at 8:30 a.m. E.T. Earnings will be released on the morning of the call. The live webcast can be accessed from the Company's website at www.smuckers.com.

The webcast replay, as well as a replay in downloadable MP3 format, will be available following the call. The audio replay can be accessed by dialing 888-203-1112 or 719-457-0820 with a pass code of 4871503 and will be available until Friday, August 24, 2007.

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, sweetened condensed milk, and health and natural foods beverages in North America. Its family of brands includes Smucker's(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) 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.

SOURCE J. M. Smucker Company

CONTACT: Investors, Mark R. Belgya, Vice President, Chief Financial Officer and Treasurer, or Media, Maribeth Badertscher, Director, Corporate Communications of The J. M. Smucker Company, +1-330-682-3000