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THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company Announces Third Quarter Earnings Conference Call and Webcast of Presentation at the 2012 Consumer Analyst Group of New York Conference

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ORRVILLE, Ohio, Feb. 3, 2012 /PRNewswire/ -- The J. M. Smucker Company (NYSE: SJM) will conduct its third quarter fiscal 2012 earnings conference call and webcast on Thursday, February 16, 2012, at 8:30 a.m. Eastern Time. Earnings will be released prior to the call. The live webcast can be accessed from the Company's website at www.smuckers.com. The webcast replay will be available following the call. The audio replay can be accessed by dialing 888-203-1112 or 719-457-0820 and entering pass code 3354217. The audio replay will be available until Thursday, February 23, 2012.

The Company also invites interested shareholders, investors, and consumers to listen to its management presentation at the 2012 Consumer Analyst Group of New York Conference live over the Internet on Tuesday, February 21, 2012, at 1:45 p.m. Eastern Time. Speaking on behalf of the Company will be Richard Smucker, Chief Executive Officer; Vince Byrd, President and Chief Operating Officer; and Mark Belgya, Senior Vice President and Chief Financial Officer. The live webcast and accompanying slides of the Company's presentation can be accessed from the Company's website at www.smuckers.com. The presentation will also be available in an archived format following the conference.

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 bring families together to share memorable meals and moments. Today, Smucker is a 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 ® , Folgers ® , Dunkin' Donuts ® , Jif ® , Crisco ® , Pillsbury ® , Eagle Brand ® , R.W. Knudsen Family ® , Hungry Jack ® , Cafe Bustelo ® , Cafe Pilon™, White Lily ® and Martha White ® in the United States, along with Robin Hood ® , Five Roses ® , Carnation ® and Bick's ® 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. For more information about the Company, visit www.smuckers.com.

The J. M. Smucker Company is the owner of all trademarks, except Pillsbury, the Barrelhead logo and the Doughboy character are trademarks 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. Borden and Elsie are trademarks used under license.

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