THE J.M. SMUCKER Co

NEWS RELEASE

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

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ORRVILLE, Ohio, July 19, 2010 /PRNewswire via COMTEX/ --

The board of directors of The J. M. Smucker Company (NYSE: SJM) declared a $0.40 per share dividend on the common shares of the Company to be paid on Wednesday, September 1, 2010, to shareholders of record at the close of business on Friday, August 13, 2010.

The Company will conduct its first quarter fiscal 2011 earnings conference call and webcast on Friday, August 20, 2010, at 8:30 a.m. Eastern Time. Earnings will be released on the morning of the call. The live webcast can be accessed from the Company's website at **http://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 and entering pass code 1119146. The replay will be available until Friday, August 27, 2010.

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 help families create memorable mealtime 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(R), Folgers(R), Dunkin' Donuts(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 12 times, ranking number one in 2004. For more information about the Company, visit **http://www.smuckers.com/**.

The J. M. Smucker Company is the owner of all trademarks, except Pillsbury is a trademark 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.

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