THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company Revises Record Date and Payment Date for Quarterly Dividend

11/6/2008

ORRVILLE, Ohio, Nov. 6 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) ("Smucker") has changed the record date and payment date for the $0.32 per share dividend, which was declared on October 21, 2008. This $0.32 dividend on Smucker common shares will be paid on Monday, December 8, 2008, to shareholders of record at the close of business on Wednesday, November 19, 2008, rather than the previously announced record date of Friday, November 14, 2008 and payment date of Monday, December 1, 2008. The changes in the record and payment dates were requested by the New York Stock Exchange in light of the Veterans Day holiday and the settlement period which will follow the completion of the Folgers transaction.

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), 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. 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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SOURCE J. M. Smucker Company