NEWS RELEASE

The J. M. Smucker Company To Webcast Consumer Conference Presentation

8/21/2006

ORRVILLE, Ohio, Aug. 21 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) will be presenting at the Prudential Back To School Conference in Boston on Wednesday, September 6, 2006. The Company invites interested shareholders, investors, and consumers to listen to its management presentation at the Prudential conference, live over the Internet at 3:45 p.m. EDT that afternoon. Mark Belgya, Vice President, CFO and Treasurer; Vince Byrd, Senior Vice President, Consumer Market; and Steve Oakland, Vice President and General Manager, Consumer Oils and Baking will provide an update on the Company's business and strategic initiatives along with a financial overview. The live audio webcast may be accessed at www.smuckers.com and will also be available in an archived format following the conference.

About The J. M. Smucker Company

The J. M. Smucker Company (www.smuckers.com) was founded in 1897 when the Company's namesake and founder sold his first product -- apple butter -- from the back of a horse-drawn wagon. Today, over a century later, the Company is the market leader in fruit spreads, peanut butter, shortening and oils, ice cream toppings, and health and natural foods beverages in North America under such icon brands as Smucker's(R), Jif(R) and Crisco(R). The family of brands also includes Pillsbury(R) baking mixes and ready-to-spread frostings; Hungry Jack(R) pancake mixes, syrups and potato side dishes; and Martha White(R) baking mixes and ingredients in the U.S., along with Robin Hood(R) flour and baking mixes and Bick's(R) pickles and condiments in Canada. For over 109 years, The J. M. Smucker Company has been headquartered in Orrville, Ohio, and has been family run for four generations. Since

the 1998 inception of FORTUNE Magazine's annual survey of the 100 Best Companies to Work For, The J. M. Smucker Company has consistently been recognized as one of the top 25 companies to work for in the United States. The J. M. Smucker Company has approximately 3,500 employees worldwide and distributes products in more than 45 countries.

SOURCE: The J. M. Smucker Company CONTACT: Investors Mark R. Belgya, Vice President, Chief Financial Officer and TreasurerGeorge G. Sent, Jr., Director, Corporate Finance and Investor Relations of The J. M. Smucker Company, +1-330-682-3000 Web site: http://www.smuckers.com