THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company to Webcast Presentation at Barclays Capital Back-to-School Consumer Conference

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The J. M. Smucker Company (NYSE: SJM) invites interested shareholders, investors, and consumers to listen to its management presentation at the Barclays Capital Back-to-School Consumer Conference in Boston, live over the Internet on Wednesday, September 8, 2010, at 1:30 p.m. Eastern Time.

Speaking on behalf of the Smucker Company will be Tim Smucker, Chairman and Co-Chief Executive Officer; Vince Byrd, President, Coffee Market; and Mark Belgya, Senior Vice President and Chief Financial Officer.

Presentation Webcast

The live webcast and accompanying slides of the Company's presentation will be available in the investors' section of the Company's web site at **http://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 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/**.

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