THE J.M. SMUCKER Co

NEWS RELEASE

The J. M. Smucker Company to Webcast Prudential Equity Group Back-To-School Conference Presentation

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ORRVILLE, Ohio, Sept. 1 /**PRNewswire-FirstCall**/ -- The J. M. Smucker Company (NYSE: SJM) invites interested shareholders, investors, and consumers to listen to its management presentation at the Prudential Equity Group "Back- To-School" Consumer Conference in Boston, live over the Internet on Thursday, September 9, 2004, at 12:45 p.m. ET. Richard Smucker, President, Co-CEO and CFO, and Mark Belgya, Vice President and Treasurer, will provide an update on the Company's business and key initiatives, along with a financial overview. The live audio webcast may be accessed at http://www.smuckers.com and will also be available in an archived format following the conference.

The J. M. Smucker Company 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). In June 2004, the Company expanded its family of products to include such brands as 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 US, along with Robin Hood(R) flour and baking mixes and Bick's(R) pickles and condiments in Canada. For over 107 years, The J. M. Smucker Company has been headquartered in Orrville, Ohio, and has been family run for four generations. The J. M. Smucker Company was recognized as the top company in FORTUNE Magazine's 2003 annual

survey of The 100 Best Companies to Work For and has ranked consistently in the top 25 companies each year since FORTUNE began the list in 1998. The J. M. Smucker Company has over 4,500 employees worldwide and distributes products in more than 45 countries.

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