THE J.M. SMUCKER Co

NEWS RELEASE

The J.M. Smucker Company Announces New Corporate Officers and Promotions

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ORRVILLE, Ohio, May 6 /**PRNewswire-FirstCall**/ -- The J.M. Smucker Company (NYSE: SJM) today announced the promotion of Corporate Officer John Mayer and the election of Jim Brown and Jeannette L. Knudsen as Corporate Officers of the Company.

Mr. Mayer, currently a Corporate Officer and Vice President, Customer Development, was promoted to the position of Vice President, Sales, Grocery Market, effective June 1. Mr. Mayer has been with the Company for 29 years and has held a number of roles within the Company including District Sales Manager, Florida; Regional Sales Manager, Southern Region; and Director, Customer Development. Mr. Mayer succeeds Don Hurrle who is retiring June 30, 2009 after more than 33 years with the Company.

Mr. Brown, currently Vice President, U.S. Grocery Sales, was promoted to a Corporate Officer and will report to Mr. Mayer. Mr. Brown has been a Smucker employee for more than 20 years, serving in a number of roles including Ohio Direct Sales Force; District Sales Manager positions in Minneapolis, Chicago, and Ohio Direct; Regional Sales Manager, Central; National Sales Manager; and Vice President, National Sales, Grocery with direct responsibility for managing our relationship with our national sales agent, Advantage Sales & Marketing, Inc.

Ms. Knudsen joined the Company in 2002 and has been the Company's Acquisition and Securities Counsel and Assistant Secretary since 2007. Ms. Knudsen succeeds Ms. M. Ann Harlan as Corporate Secretary, a position Ms. Harlan has held since 2003. Ms. Harlan will continue to serve as Vice President and General Counsel.

About The J. M. Smucker Company

For more than 100 years, The J.M. Smucker Company has been committed to offering consumers quality products that help families create memorable mealtime moments. Today, Smucker is the 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), 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 11 times, ranking number one in 2004. For more information about the Company, visit **www.smuckers.com**.

The J.M. Smucker Company is the owner of all trademarks, except Pillsbury is a trademark of The Pillsbury Company, used under license and Carnation is a trademark of Societe des Produits Nestle S.A., used under license.

SOURCE The J. M. Smucker Company