NEWS RELEASE

The J.M. Smucker Company Tops FORTUNE's List of '100 Best Companies to Work For'

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Company's Basic Beliefs and Commitment to People Lead to Top Billing

ORRVILLE, Ohio, Dec. 29 /**PRNewswire-FirstCall**/ -- The J.M. Smucker Company (NYSE: SJM) has been named the best company to work for, according to FORTUNE magazine's seventh annual survey. While Smucker has consistently ranked within the top 25 companies each year since FORTUNE began the list in 1998, this marks the first time it has topped the prestigious list.

"We are honored by FORTUNE's recognition of our company and the very special people on our team. This award is really a tribute to the dedication and commitment of our people," said Timothy P. Smucker, Chairman and Co-CEO of The J.M. Smucker Company. "From our beginning in 1897 to where we are today, our employees' continued focus on our basic beliefs along with a strong commitment to each other, have helped make our company a great place to work."

The "100 Best Companies to Work For" article appears in the January 12, 2004 issue of FORTUNE.

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, Jif and Crisco. For over 100 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 has over 2,700 employees worldwide and distributes products in more than 45 countries.

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