For Immediate Release

The J. M. Smucker Company to Webcast Presentation at the 2012 Barclays Capital Back-To-School Consumer Conference

ORRVILLE, Ohio, August 22, 2012 -- The J. M. Smucker Company (NYSE: SJM) invites interested shareholders, investors, and consumers to listen to its management presentation at the 2012 Barclays Capital Back-To-School Consumer Conference live over the Internet on Wednesday, September 5, 2012, at 3:00 p.m. Eastern Time.

Speaking on behalf of the Company will be Richard Smucker, Chief Executive Officer; Vince Byrd, President and Chief Operating Officer; 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 website at www.smuckers.com\investors. 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 bring families together to share memorable meals and 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®, Folgers®, Dunkin' Donuts®, Jif®, Crisco®, Pillsbury®, Eagle Brand®, R.W. Knudsen Family®, Hungry Jack®, Café Bustelo®, Café Pilon®, White Lily®* and *Martha White®* in the United States, along with *Robin Hood®, Five Roses®, Carnation®* and *Bick's®* 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. For more information about the Company, visit www.smuckers.com.

The J. M. Smucker Company is the owner of all trademarks referenced herein, except for the following which are used under license: *Pillsbury*® is a trademark of The Pillsbury Company, LLC; *Carnation*® is a trademark of Société des Produits Nestlé S.A.; and *Dunkin' Donuts*® is a registered trademark of DD IP Holder, LLC.

Contact:
The J. M. Smucker Company
(330) 682-3000

Sonal Robinson
Vice President, Investor Relations

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