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**NOW THE BEST PART OF WAKIN' UP™ IS...WHATEVER YOU SAY IT IS**

*Folgers® Launches Insta-Jingle App for Fans to Put Their Own Words to the Tune of the Classic Jingle*

**ORRVILLE, OH, May 10, 2013** — For more than 25 years, talented musicians have put their unique spin on the iconic **Folgers®** jingle. For the rest of us, we usually hum along in the kitchen while preparing a cup of our favorite brew. Starting today, fans of **Folgers** Coffee can download Insta-Jingle, the newest iPhone® mobile digital device app from **Folgers**, powered by Smule®, available for free download at the App Store<sup>SM</sup> online store.

With Insta-Jingle, users can create their own version of the iconic **Folgers Best Part of Wakin' Up™** jingle. Choose from three musical genres: Rock, Country and R&B. Or try all three to create a variety of different jingles you can share with friends and family via Facebook, Twitter or email. Just follow these three easy steps:

1. Tap to record and speak your mind
2. Tap again to hear your auto-tuned jingle
3. Share it out with your friends and family

For a demo, please visit: [http://www.youtube.com/watch?feature=player\\_embedded&v=pdiLSzavinA](http://www.youtube.com/watch?feature=player_embedded&v=pdiLSzavinA)

Download the Insta-Jingle app for free from the App Store<sup>SM</sup> online store:

<https://itunes.apple.com/us/app/folgers-insta-jingle/id641385916?ls=1&mt=8>

Find **Folgers** on Facebook and join the Wakin' Up Club on [Folgers.com](http://Folgers.com) for the latest news and updates on the coffee brand you love.

**About The J. M. Smucker Company**

For more than 115 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<sup>®</sup>, Folgers<sup>®</sup>, Dunkin' Donuts<sup>®</sup>, Jif<sup>®</sup>, Crisco<sup>®</sup>, Pillsbury<sup>®</sup>, Eagle Brand<sup>®</sup>, R.W. Knudsen Family<sup>®</sup>, Hungry Jack<sup>®</sup>, Café Bustelo<sup>®</sup>, Café Pilon<sup>®</sup>, White Lily<sup>®</sup> and Martha White<sup>®</sup> in the United States, along with Robin Hood<sup>®</sup>, Five Roses<sup>®</sup>, Carnation<sup>®</sup> and Bick's<sup>®</sup> 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](http://www.smuckers.com).

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