

**RISE: THE PERFECT CUP OF COFFEE IS NOW JUST MOMENTS AWAY. I'M RISE JILL MILLER.**

**NEW FOLGERS® FRESH BREAKS™ ROASTED CONCENTRATED COFFEE OFFERS A CONVENIENT WAY TO ENJOY THE AUTHENTIC TASTE OF A HOT CUP OF COFFEE ANYTIME, ANYWHERE – NO BREWING REQUIRED.**

**MARIBETH BADERTSCHER, VICE PRESIDENT, CORPORATE COMMUNICATIONS, THE J.M. SMUCKER COMPANY**

**MB: FOLGERS UNDERSTANDS HOW IMPORTANT IT IS FOR COFFEE LOVERS TO BE ABLE TO ENJOY A DELICIOUS CUP COFFEE, NO MATTER WHERE THEIR DAY TAKES THEM. OUR FRESH BREAKS COFFEE OFFERS EVEN MORE CONVENIENT WAYS TO ENJOY A FRESH CUP OF COFFEE AT A MOMENT'S NOTICE, WITHOUT SACRIFICING AUTHENTIC TASTE.**

**RISE: FOR A FREE PRODUCT SAMPLE, VISIT FACEBOOK DOT COM SLASH FOLGERS TO SHARE WHERE YOU COULD USE A FRESH BREAK. THE FIRST THREE HUNDRED AND FIFTY THOUSAND QUALIFIED COFFEE LOVERS TO REQUEST A SAMPLE WILL RECEIVE A FRESH BREAKS SAMPLE STICK AND COUPON IN THE MAIL, WHILE SUPPLIES LAST. PROMOTION OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND D.C., 18 YEARS AND OLDER. VOID WHERE PROHIBITED.**