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**LaDAINIAN TOMLINSON AND MOMS OF NFL PLAYERS TEAM UP
WITH CAMPBELL'S® CHUNKY™ SOUP TO ANNOUNCE SOUP-ER
DONATION AT SUPER BOWL XLIII**

*Moms Culminate Their Season Long Tackling Hunger Effort by Donating 545,901 Pounds of
Food to Feeding America*

CAMDEN, NJ, January 26, 2009- Campbell's® Chunky™ soup has been tackling hunger on and off the field for more than a decade – by making direct donations to food banks across the country and by satisfying the everyday hunger of NFL players and fans. At Super Bowl XLIII, **Campbell Soup Company (NYSE:CPB)** will be enlisting the support of *Campbell's Chunky* soup spokesman, LaDainian Tomlinson, to help conclude its season-long *Tackling Hunger*® campaign prior to the NFL's biggest game of the year. However, behind every good man... is a good mom.

Since 1997, NFL moms have been feeding some of the NFL's hungriest players, their sons, in the *Campbell's Chunky* soup "Mama's Boys" advertising campaign. Campbell expanded mom's roll this season and challenged these Moms to help feed the hungry in America. Led by the most famous "Team Mom" in sports, Wilma McNabb, the moms switched their focus from feeding their hungry sons to feeding those in need in their own communities.

With a trip to Tampa Bay on the line for the three moms who raised the most donations, Berma Colbert of Oxnard, CA, Cheryl Foster of Tustin, CA and Dr. Alicia G. McCareins of Naperville, IL rose to the top, raising 182,305 pounds, 112,077 pounds, and 86,852 pounds of food respectively, for the cause. Their hefty collection represents a significant portion of the total donation of 545,901 pounds of food that the moms raised together for Feeding America (formerly America's Second Harvest), the nation's largest domestic hunger-relief organization.

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Campbell Soup Company Announces Soup-er Donation... Add One

Thirty five members of the Professional Football Player's Mothers Association (PFPMA) teamed up with Campbell for the "NFL Moms *Tackling Hunger* with *Chunky Soup*" program. The program challenged the moms to raise as many food donations as possible for their local communities from September through December, with Campbell kicking off each of the moms' donations with 500 cans of *Campbell's Chunky* soup.

"We are so appreciative to all of the local communities that embraced our efforts and to the Campbell Soup Company, which challenged us to make this food drive a success," said Wilma McNabb, President of PFPMA. "I am so proud of my friends in the PFPMA that helped to raise over half a million pounds of food for the communities that have supported each of our sons and families through the years; it's a true blessing."

The moms will also present a donation of 1,000 cans of *Campbell's Chunky* soup to representatives from the Second Harvest Food Bank of Tampa Bay as a symbol of Campbell's commitment to tackling hunger in America. Tomlinson, who is currently featured in *Campbell's Chunky* soup's "Working Day" advertising campaign and served as *Chunky* soup's *Tackling Hunger* Ambassador this season, will also be in Tampa to promote *Chunky* soup's season-long *Tackling Hunger* effort and the importance of hunger awareness.

"We're honored to have LaDainian Tomlinson and the moms from the PFPMA with us in Tampa to continue to raise awareness about hunger relief," said Doug Brand, Brand Manager, *Campbell's Chunky* soup. "LT and our 35 moms have been terrific ambassadors for our *Tackling Hunger* program and they have gone above and beyond this season to help us to tackle an important issue that impacts almost every community."

Now in its 11th season, the *Campbell's Chunky/NFL Tackling Hunger* program remains committed to addressing the issue of hunger in America, especially as food banks struggle to meet the rising demands to provide nourishing, protein packed meals to those in need. The *Chunky/NFL Tackling Hunger* program includes *Chunky* Weigh-In events with LaDainian Tomlinson and Adrian Peterson, support of Tomlinson's annual "Giving Thanks with LT" Thanksgiving event in San Diego, fighting hunger in all NFL communities with direct donations of *Campbell's Chunky* soup to food banks in each city, and recognition of the passionate fans that voted for the winning teams in the season-long, on-line *Chunky Click for Cans* competition.

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Campbell Soup Company Announces Soup-er Donation... Add Two

“We are extremely thankful to *Campbell’s Chunky* soup and the NFL moms for all of the hard work and time put into this program,” said Vicki Escarra, President and CEO of Feeding America. “Their dedication and spirited efforts within their local communities will help so many people across America.”

Campbell Soup Company has donated more than three million pounds of food to Feeding America food banks nationwide over the past year. For more information on the *Campbell’s Chunky/NFL Tackling Hunger* program, please visit <http://www.chunky.com/Happenings.aspx>.

Campbell’s is the Official Soup Sponsor of the NFL.

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About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including “Campbell’s,” “Pepperidge Farm,” “Arnott’s,” and “V8.” For more information on the company, visit Campbell’s website at www.campbellsoup.com.

About Feeding America

(Formerly America’s Second Harvest - The Nation’s Food Bank Network)

Feeding America provides individuals and families facing hunger with the fuel to survive and even thrive. As the nation’s largest domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks operate 63,000 agencies that address hunger through emergency food assistance and programs. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.