

Supplement to Commitment Concerning Advertising to Children

**Campbell Soup Company, together with its subsidiary,
Pepperidge Farm, Incorporated
Campbell Place
Camden, New Jersey 08103**

**Information Contact: John W. Faulkner
 856-342-3738
 John_W_Faulkner@campbellsoup.com**

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This supplements our Commitment of July 18, 2007 concerning our 2007-2008 business year.

We believe it is appropriate to advertise additional sound food choices in our Snack Crackers product segments to children in the United States who are at least six years of age, but under the age of twelve.

In our current business year, we will advertise the following additional *Goldfish* brand snack crackers: *Pepperidge Farm Flavor Blasted Goldfish Xtra Cheddar* snack crackers and *Pepperidge Farm Goldfish Mix Up Adventures* snack crackers, which contain a combination of *Pepperidge Farm Flavor Blasted Goldfish Xtra Cheddar* crackers and *Pepperidge Farm Goldfish* pretzel snack crackers. These products have less than 35% of calories from fat, 10% of calories from saturated fat, zero grams of *trans* fat, and less than one gram of sugars, making them sound food choices.

Our specific undertakings in this Supplement to our Commitment are effective for the time period indicated above. The Commitment applies to our businesses in the United

States, and may be amended at any time. Commitments effective for future time periods and any amendments to this Commitment will be submitted for consultation and acceptance to the Children's Advertising Initiative of the Council of Better Business Bureaus, Inc. Commitments are monitored by the Initiative. Notice of any amendment will be posted on campbellsoup.com and cbbb.org/initiative/.