

Supplement to Commitment Concerning Advertising to Children

**Campbell Soup Company, together with its subsidiary,
Pepperidge Farm, Incorporated
Campbell Place
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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 Soups and Snack Crackers product segments to children in the United States who are at least six years of age, but under the age of twelve.

Soups. In our current business year, we will advertise the following additional soups: *Campbell's Double Noodle* soup, *Campbell's Dora the Explorer* soup, *Campbell's Chicken NoodleO's* soup, *Campbell's Goldfish* Pasta with Chicken in Chicken Broth soup, *Campbell's Souper Shapes Cars* soup, *Campbell's Mega Noodle* in Chicken Broth soup, *Campbell's Shrek* Shaped Pasta with Chicken Broth soup, *Campbell's Chicken Alphabet* soup, *Campbell's Goldfish* Pasta with Meatballs in Chicken Broth soup, and *Campbell's Curly Noodle* soup. All of these soups have reduced sodium, with 25% less sodium than our best selling *Campbell's Chicken Noodle* soup, making them sound food choices. In addition, every eight ounce serving of *Campbell's Double Noodle* soup provides 20% of the DV of Vitamin A. *Campbell's Dora the Explorer* soup provides

10% of the DV of Vitamin A, eight grams of whole grains, and three grams of fiber. *Campbell's Chicken NoodleO's* soup provides 15% of the DV of Vitamin A. *Campbell's Goldfish* Pasta with Chicken in Chicken Broth soup provides eight grams of whole grains. *Campbell's Souper Shapes Cars* soup provides 10% of the DV of Vitamin A, eight grams of whole grains, and three grams of fiber. *Campbell's Mega Noodle* in Chicken Broth soup provides 15% of the DV of Vitamin A. *Campbell's Shrek Shaped Pasta* with Chicken Broth soup provides 10% of the DV of Vitamin A, eight grams of whole grains, and three grams of fiber. *Campbell's Chicken Alphabet* soup provides 15% of the DV of Vitamin A. *Campbell's Goldfish* Pasta with Meatballs in Chicken Broth soup provides 10% of the DV of Vitamin A and eight grams of whole grains. *Campbell's Curly Noodle* soup provides 15% of the DV of Vitamin A. All of these soups provide zero grams of *trans* fat and no more than 2.5 grams of total fat and 1.0 gram of saturated fat per serving. They also have a very low energy density, with 100 calories or less per serving.

Snack Crackers. In our current business year, we will advertise the following additional *Goldfish* brand snack crackers: *Pepperidge Farm Goldfish* Cheddar snack crackers in a 100 calorie pack and *Pepperidge Farm Goldfish* Cheddar Made with Whole Grain snack crackers. These products have less than 35% of calories from fat, 10% of calories from saturated fat, zero grams of *trans* fat, less than one gram of sugars and are both made with more than 50% whole grain wheat flour, making them sound food choices. In fact, the 30 gram serving size of the *Pepperidge Farm Goldfish* Cheddar Made with Whole Grain snack crackers provides one-half serving of whole grains per serving of crackers.

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/.