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**CAMPBELL SOUP COMPANY TEAMS UP WITH
MULTI-PLATINUM SINGER/SONGWRITER JEWEL
TO HELP SUPPORT THE FUTURE OF AMERICAN AGRICULTURE**
Campbell Kicks Off Campaign to Champion the National FFA Organization

Camden, N.J., September 29, 2008 – Fall signals harvest season across the country. This year it also marks the kick-off of a national campaign to help support the future of American farming. **Campbell Soup Company (NYSE:CPB)** is partnering with the National FFA Organization and Grammy-nominee Jewel to help raise awareness of the importance of supporting the future of American agriculture – the nation’s largest employer. Through the “Help Grow Your Soup” campaign, Campbell will donate \$250,000 to champion FFA efforts, which encourage America’s youth to participate in agriculture education programs where they learn about the production of food, fiber and natural resources.

Singer/songwriter Jewel, who grew up on a homestead in Alaska and now lives on a working ranch in Texas, says growing up on a farm helped her appreciate the important role farming plays in ensuring families have good, quality food on their tables.

“Most people don’t realize that the American farm is one of our most precious national resources,” said Jewel. “As a singer, I travel the world and experience new and exciting traditions. Yet to me, American farming continues to be one of the most valuable. As someone who has deep roots on the farm, I’m proud to support the future of agriculture across America.”

Beginning September 29, 2008, consumers can visit HelpGrowYourSoup.com and for each click on the red barn, Campbell will donate \$1 (up to \$250,000) to the National FFA Organization to support its educational and sustainability efforts, as well as preserve several barns across the country. The National FFA Alumni Association will spearhead the barn preservation effort, which also will provide a memorable educational opportunity for high school-age FFA members who will assist.

“FFA has been nurturing our country’s agricultural leaders for more than 80 years, making it possible for Americans to enjoy high-quality foods that are safe and affordable,” said National FFA President Zach Kinne. “It’s critical to prepare future generations for the competitive global marketplace, and it’s only with the support from friends like Campbell Soup Company that we will help ensure a strong future for American farming.”

Campbell's Commitment to a Sustainable Future

For more than 110 years, Campbell has been sourcing ingredients for its condensed soups from farms across the country. It uses these farm-grown ingredients to deliver the consistent quality and taste that generations of Americans have come to expect from their favorite *Campbell's*[®] soups.

Campbell also strives to contribute to a sustainable future for American agriculture. Whenever possible, the company sources ingredients from farmers located within 100 miles of its production facilities, enabling it to use fresh ingredients, reduce the environmental impacts of transportation, and support the economies of local farming communities. Campbell also has worked with farmers to develop and promote sustainable agricultural practices, which have helped growers implement industry-leading integrated pest management programs and reduce their reliance on synthetic pesticides.

“Campbell has always been committed to delivering the best, most nourishing foods possible. We cherish the relationships we have with American farming families, many of which have lasted for generations, and we fully recognize that our future success is dependent on the people and the places that help grow the quality ingredients that go into our soups,” said Eric Christianson, business director for *Campbell's* condensed soups. “It's important that we, and all Americans, support the National FFA Organization's efforts to keep American farming thriving.”

The National FFA Organization

The National FFA Organization was founded in 1928 as the Future Farmers of America in support of agricultural education in schools around the country. Today FFA encompasses in-school and community programs designed to open the door to acceptance and understanding of agricultural education, as well as to recruit and secure agriculture educators to ensure students receive outstanding instruction in the areas of food, fiber, fuel and natural resources.

FFA is powered by more than half a million members, 7,300 active chapters in schools and 1,000 alumni affiliates across the United States, Puerto Rico and the Virgin Islands. Dedicated to the future of American agriculture, FFA prepares its members for more than 300 careers in the science, business and technology of agriculture and has many educational programs in place to foster leaders who will make sure our natural resources are wisely used.

Help Grow Your Soup

To learn more about the National FFA Organization and how you can play an important role in preserving the future of American farming, visit HelpGrowYourSoup.com.

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 Jewel

From the homestead of her Alaskan youth to the triumph of international stardom, Jewel has traveled a singular road as an acclaimed singer, songwriter, poet, actress and painter. The three-time Grammy nominee, hailed by *The Times of London* as "the most sparkling female singer-songwriter since Joni Mitchell," nevertheless remains a unique and authentic artist, exploring fresh musical avenues for more than a decade that have taken her from the simplicity of acoustic-driven folk to the embrace of rock, pop, country, blues, jazz and classical influences. To date, Jewel has sold more than 27 million albums worldwide, enjoying career longevity rare among her generation of artists. Jewel is currently on a nationwide tour with Brad Paisley through the fall in support of her recent country release *Perfectly Clear*. Her live DVD, *Jewel: The Essential Live Songbook*, will launch on September 30. In addition, she recently completed a stint as a judge on Nashville Star; and is proud to continue to support her charity initiative Project Clean Water. For more information, visit www.jeweljk.com.

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