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**WHAT CURSE? FORMER CAMPBELL'S® CHUNKY™ SOUP
QUARTERBACKS BATTLE IT OUT IN SUPER BOWL XLIII**

*In an Effort to Ward Off the Infamous “Chunky Soup Curse,”
Chunky Soup Reaches Out to Pittsburgh and Glendale Mayors with Symbols of Good Luck
For Super Bowl Sunday*

CAMDEN, NJ, January 22, 2009-- Campbell Soup Company (NYSE:CPB) today delivered good luck baskets to Mayor Luke Ravenstahl (Pittsburgh, PA) and Mayor Elaine Scruggs (Glendale, AZ), containing tokens of luck and good fortune, as each city's NFL team prepares to face off against each other—and the alleged “*Chunky Soup Curse*” – in Super Bowl XLIII in Tampa Bay, FL, on Sunday, February 1, 2009.

Shamrocks, horse shoes, and, of course, cans of *Campbell's® Chunky™* soup and chili (Official Soup and Chili Sponsor of the NFL) filled the baskets to ward off any potential traces of the rumored “*Chunky Soup Curse*” that the cities – and quarterbacks, who were once *Chunky* soup spokespeople – may face as they battle it out for the Super Bowl Championship. Since 2002, it has been rumored, but never proven, that any NFL athlete that endorses *Campbell's Chunky* soup would suffer the “*Chunky Soup Curse*” and would have decreased success on the football field.

“While there has certainly been plenty of speculation in the media regarding the existence of a ‘*Chunky Soup Curse*,’” said Doug Brand, *Campbell's Chunky* soup Brand Manager, “I suggest that everyone pay attention to the only evidence that really counts -- the number of past Super Bowl champions on our *Chunky* roster who have benefitted from the good stuff in our soup for more than a decade. This week, we just want to wish both teams, and both quarterbacks, best of luck. Either way, a former *Chunky* guy is going to be Super Bowl champion, again.”

-more-

Chunky Soup Reaches Out to Pittsburgh and Glendale Mayors... Add One

This season marks *Chunky* soup's 11th consecutive year as an NFL sponsor. Some of the most notable names in the NFL have been spokespeople for the brand, and have been featured in the famous "Mama's Boys" advertising campaign, and have helped the brand to raise hunger awareness throughout America through the *Campbell's Chunky/NFL Tackling Hunger*® program.

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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.