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**LADAINIAN TOMLINSON WORKS UP AN APPETITE AS THE FOCUS
OF THE LATEST CAMPBELL'S® CHUNKY™ SOUP NATIONAL
ADVERTISING CAMPAIGN**

San Diego's Star Running Back Takes to LA to Film New Campbell's Chunky Soup Ads

CAMDEN, NJ (May 5, 2008) – San Diego Chargers' running back, LaDainian Tomlinson, is known as one of the NFL's hardest workers and a dominant force among offensive players on the field. Off the field, this former league MVP is known for his generosity and humble demeanor – all qualities that **Campbell Soup Company (NYSE:CPB)** will capture in the newest installment of the famed *Chunky* soup advertising campaign, which has begun production in Los Angeles this week.

Tomlinson is taking his gridiron greatness and "good guy" personality in front of the camera, as he stars in the *Chunky* soup ads for the second consecutive year. This season marks *Chunky* soup's 11th as an NFL sponsor and the first time in the brand's history that the advertising campaign will be solely focused on one marquee player, without his mom by his side. *Campbell's Chunky* soup will feature Tomlinson in the 2008 advertising campaign, appropriately titled, "Working Day."

"Working Day," which focuses on a day in the life of an NFL star ... and every hardworking individual, is comprised of two :30 and three :15 broadcast spots, as well as print and online advertising. Each spot features the daily trials and tribulations of Tomlinson's "workday", with a voiceover that allows the hardworking viewer to see the many similarities they find themselves *tackling* throughout the workday. Charger's head coach, Norv Turner, will also appear in one spot, "Autograph," ... in a boss' role.

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LT Shoots New Chunky Soup Advertising Campaign ... add one

“As we enter our 11th consecutive season with the NFL, we are excited to introduce a new and different approach for this year’s advertising campaign,” said Doug Brand, *Campbell’s Chunky* soup Brand Manager. “We are delighted to have LaDainian Tomlinson back for a second season and believe he is the foundation for the outstanding evolution of this new campaign. LaDainian is a stand-out athlete who truly represents all of the qualities of the *Chunky* soup brand -- big-hearted, hardworking and fun, making him a natural fit as our spokesperson and one who will effectively serve as our *Tackling Hunger*® Ambassador.”

The “Working Day” campaign marks the first time that the ads will predominately feature extraordinary computer-generated graphics and visual effects. Famed director, Kinka Usher with House of Usher, will incorporate dynamic, visually intensive and precise shots to deliver the “in your face” images not previously seen in past *Chunky* soup advertising spots. Additionally, Tomlinson will put his endurance skills to the test – in front of a green screen technology – where he’ll simulate his legendary touch down runs as he dodges oncoming defensemen.

The *Campbell’s Chunky* soup “Working Day” advertising campaign will continue to leverage the company’s 11-year NFL sponsorship and “big-hearted” nature of the brand to communicate that *Chunky* soups are hearty and filling. Launching during the NFL’s opening weekend, Thursday, September 4th, the campaign will also introduce the new *Campbell’s Chunky* soup trademark message, *Fill Up on the Good Stuff*™, which delivers the message that *Chunky* soups offer a good source of lean meat protein. The creative for the “Working Day” campaign is being handled by Young & Rubicam, New York.

For more information on *Campbell’s Chunky* soup and the *Tackling Hunger* program, please visit www.chunky.com.

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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 vegetable-based beverages, with annual revenues in excess of \$7.8 billion. 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.campbellsoupcompany.com.