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CONTACTS: Juli Mandel Sloves
Campbell Soup Company
(856) 342-3717
juli_mandel_sloves@campbellsoup.com

Jenna Kereiakes
Weber Shandwick
(312) 988-2337
jkereiakes@webershandwick.com

CAMPBELL SOUP COMPANY TEAMS UP WITH STYLE EXPERT TIM GUNN IN SEARCH OF RED DRESS DESIGNS FROM THE HEART, FOR THE HEART

“AdDress Your Heart” Design Contest Invites America to Share Real Heart Health Stories And Creative Flare In Support Of The American Heart Association’s Go Red For Women

CAMDEN, N.J., September 15, 2009 – Campbell Soup Company (NYSE:CPB) is launching the fourth year of its heartwarming, heart-health campaign with a personal touch -- inviting Americans to share their connections to heart disease and channel their inspiration to create the next Campbell red dress. Campbell’s “AdDress Your Heart” program raises awareness and funds for the American Heart Association’s Go Red For Women movement by leveraging the red dress symbol to shine the spotlight on the fight against heart disease, the number one killer of women.

This year, fashion expert and co-host of Lifetime’s “Project Runway,” Tim Gunn, will be part of the program, helping to encourage people to design a Campbell red dress inspired by their real-life heart health stories. The “AdDress Your Heart” Design Contest offers entrants the chance to have their original dress design created and worn at a red carpet event, with Gunn, in February.

“I am honored to work with Campbell to help to raise awareness for the fight against heart disease and help expand the company’s growing legacy of red dress couture,” said Gunn. “As someone who has been working with women in the fashion industry for more than 20 years, this is a cause and a program that’s near and dear to my heart.”

Beginning with a classic pop-art red and white paper dress from the 1960s, through a series of high profile red dress designs created by leading fashion designers and worn by celebrities to celebrate heart health, the Campbell red dress has become a cornerstone of the company’s support for the cause.

AdDress Your Heart Design Contest

Starting today through November 6, 2009, people can visit CampbellsAdDressYourHeart.com to enter the “AdDress Your Heart” Design Contest by sharing their personal story and original Campbell red dress design. The contest invites entrants to design a red dress and describe (in 250 words or less) why heart disease is a cause that is important to them, share an inspiring story about their female “heart-health hero,” and explain how they and/or their hero take steps to live a heart-healthy lifestyle. The top three submissions will be selected with the help of Tim Gunn who will advise Campbell on the best designs and styles. The finalists’ red dress design sketches and inspirational stories will be posted online for America to vote on their favorite during the month of January.

The vote will decide which finalist will join the ranks of previous Campbell red dress designers, including Nicole Miller and Michael Vollbracht for Bill Blass, who have contributed to the collection of Campbell dresses that are synonymous with heart health. Additionally, the winner and his/her heart-health hero will have the opportunity to celebrate American Heart Month (February) with Gunn on the red carpet of the *Woman’s Day* Red Dress Awards. With each vote online, Campbell will make a \$1 donation to the American Heart Association’s Go Red For Women movement (up to \$625,000).

And The Beat Goes On...

For more than three years Campbell Soup Company has been a proud national supporter of the American Heart Association’s Go Red For Women movement, recently extending its 2006 pledge to the Go Red For Women movement to \$3.6 million, by 2012. Campbell is a leader among food companies striving to simplify consumers’ quest for heart-healthy foods. The company continues to offer an increasing variety of great-tasting products that fit into a heart-healthy lifestyle such as all 25 varieties of *Campbell’s*[®] *Healthy Request*[®] soups, Low Sodium V8[®] 100% vegetable juice, *Prego*[®] Heart Smart Italian sauces, and *Swanson*[®] Premium Chicken, which carry the American Heart Association’s heart-check mark.

Visit CampbellsAddressYourHeart.com for official contest rules and to learn more about Campbell products that fit into a heart-healthy lifestyle.

About Go Red For Women

Go Red For Women is the American Heart Association’s solution to save women’s lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is largely preventable. GoRedForWomen.org, a premiere source of information and education, connects millions of women of all ages and gives them tangible resources to turn

personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

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.

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