

Campbell Appoints Robert Morrissey Chief Human Resources Officer
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Nancy Reardon to Retire as SVP HR and Chief Communications Officer

Campbell Soup Company (NYSE:CPB) today announced the appointment of Robert Morrissey, 54, as Senior Vice President, Chief Human Resources Officer, with responsibility for Campbell's global human resources function, including talent acquisition and management, organizational effectiveness, compensation and benefits and diversity and inclusion for the company's 18,000 employees. He will report to Campbell President and Chief Executive Officer Denise Morrison. The appointment is effective April 1, 2012. Morrissey succeeds Nancy Reardon, who will retire from the company after nearly eight years.

Since 2006, Morrissey has served as Vice President-Human Resources, North America, where he provided leadership to Campbell North America, Pepperidge Farm, Strategy and Marketing Services, Global Supply Chain and Global Research and Development.

"Campbell's growth strategies will be enabled by leveraging our high engagement as an organization to drive high performance," said Morrison. "Bob's expertise in talent management and culture, coupled with his business savvy and technical skills, make him the right leader for this role."

Morrissey possesses more than 30 years of HR and management experience. He has worked across nearly all of Campbell's businesses and functional departments during his nine-year Campbell career. Before becoming Vice President-Human Resources, North America, he served as Vice President-Human Resources, Campbell USA, from 2004 to 2006. Earlier, he was Vice President-Global Human Resources with responsibility for Campbell International and oversight of worldwide HR processes. He joined Campbell in January 2003 as Vice President-Human Resources for Global Sales.

From 1997 to 2003, Morrissey held human resources roles with Bristol-Myers Squibb. Previously, he spent a decade in finance and human resources leadership roles at Unilever. He also has worked with Exxon and Manufacturers Life Insurance.

Morrissey earned his bachelor of science degree in business administration from Montclair State University and his M.B.A. from Columbia University.

Reardon to Retire

Reardon has played a leading role in helping build Campbell's talent pipeline while advancing its global people processes, enabling the company to make important strides in acquiring, developing and retaining key talent. She also helped shape Campbell's employee engagement initiatives, earning the company honors as a Best Place to Work in the United States, Canada and Australia. For the past four years, the Gallup organization has recognized Campbell for having one of the most highly engaged global work forces. Campbell received the 2010 Catalyst Award for its success in creating a workplace that supports women and families. In 2011, Reardon was recognized for her leadership in the HR field by her election to the National Academy of Human Resources. She currently serves on the boards of Waranco Group, Inc. and the Girl Scouts of America.

Morrison said, "Nancy has been an important part of the Campbell Leadership Team and has made significant contributions to our employee engagement and human resources processes. She has championed our talent acquisition, learning and development and diversity and inclusion programs. I want to thank Nancy and wish her all the best in her retirement."

About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, 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." Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard &

Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoup.com.

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