



Consumer Response Center
1 Campbell Place
Camden, NJ 08103-1701

December 22, 2003

Mr. Rusty Lucas
P.O. Box 422
Sandusky, OH 44871-0422

Dear Mr. Lucas:

Thank you for taking the time to contact us with your suggestion. We very much appreciate your enthusiasm for our Company and our products.

In an effort to continually build our business at Campbell Soup Company, our marketing, advertising, and research staff work with our various advertising agencies and consultants to constantly evaluate our products, packaging, advertising and marketing strategies.

As a result and in order to avoid misunderstandings with members of the public who wish to submit ideas for possible new technology, products, packaging, advertising or marketing concepts, we regretfully do not review these ideas on an ad hoc basis.

Thank you for your interest in our Company and we wish you the best of luck in the future.

Sincerely,

A handwritten signature in black ink that reads "Nicole Calandra".

Nicole Calandra
Consumer Services Representative

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