

RUSTY LUCAS  
P.O. Box 422  
SANDUSKY, OHIO 44871-0422

December 10, 2003

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

Dear Campbell Soup:

I like Campbell Soup especially Tomato flavor and I sometimes eat it with crackers and sometimes I eat it with toast and cheese. One day I combined a can of Tomato flavor and Cream of Chicken flavor. It was very salty, but it tasted a little bit like chicken pizza that I like to order from the pizza shop down on the corner.

Anyway, back to the reason why I am writing. I don't think I mentioned it yet, but I am also interested in swimming. I am not a champion swimmer, but I like to swim and that is all that matters. I remember reading a story about a boy named Tom who rode a raft down the river and had a bunch of adventures. I thought that it would be fun if I could have my own adventures down by the river. But I don't know anything about rafting, so I thought I could swim instead.

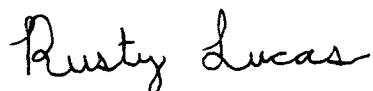
I already picked a river. Since I live in Ohio, I thought that the Ohio River would be a good one. And that would be what I could tell the newspapers when they interview me. I can hitchhike to Cincinnati and swim to East Liverpool (I have an atlas and those are the two towns in Ohio where the river goes to). But I don't know if I can make this dream become a reality without a sponsor.

So I thought about who I might get to sponsor my swim and I thought of Campbell Soup. But the beauty of it is that you could get some good publicity also. See, I also like to go camping. So I would be swimming about 100 to 200 yards a day and then I can set up camp for the night (in Ohio -- not in Kentucky or West Virginia). So CAMP-bell Soup goes with camping and then I would be swimming in the water, which you need water to make soup. IT'S PERFECT!!! And so each night I could eat soup for dinner at my camp fire (although I would be willing to refer to it as my "camp-bells fire" to any newspaper reporters) and you would get publicity for just letting me talk to the papers. (I would insist that they include "camp-bells fire" in every story they write).

I guess all that is left is for us to set up the sponsorship agreement. I hope you have lawyers

who can write that kind of thing because I really can't afford one of my own, but I can help by supplying some of the terms to include. That way, your lawyers would just have to review it for the special language and the fancy lettering style that goes into contracts. At the end of this letter I have included the sponsorship terms. I hope that you will not cross any of them out because I would hate to start our working relationship on a sour note. If you have other terms to add to those below, I would be happy to review them, but please do not get ridiculous or try to take advantage of me.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

sponsorship terms:

Rusty gets a daily stipend of \$100.00 plus a meal allowance of \$25.00 a day.

Rusty gets a full assortment of Campbell Soup with at least one different flavor for each day of the week during the course of his swim.

Upon completing the swim, Rusty gets a lifetime supply of Campbell Soup until he reaches the age of 67.

Upon completing the swim, Rusty gets a new Campbell Soup flavor named in his honor and it will be called "Rusty Flavor." Campbell's research staff will determine what the actual ingredients will be, but it must have Rusty's final approval before it is marketed, and the soup's nutritional content **must** satisfy the Recommended Daily Allowances of all metals.

Upon completing the swim, Rusty gets one commercial to air on national television where he poses as a Campbell's Kid all grown up and living out his dream all due to the generosity of Campbell Soup.

Rusty will sign an additional contract making him the exclusive spokesman for Campbell Soup for a ten year initial term, with renewable options. This will include television, radio, print ads, and talk show + convention circuit. (These terms will be independently negotiated and spelled out in a different contract, but Campbell must commit to the spokesman role here in this contract. I have specific reasons for wanting this commitment now, but to include the terms in a separate legal document which I will disclose at a later date).

Rusty will always refer to his swim as the Campbell Swim for Ohio.

Rusty will always refer to his evening camp fires as a camp-bell fire.

Rusty will invent a new swim stroke and call it the Camp-Bell Stroke and will license it to Campbell Soup for a period of one year with an option for renewal.

People who buy Campbell Soup will have the option to collect and return their Campbell Soup labels in a "Points for Rusty" promotion where Rusty gets \$1.00 for every label returned specially marked for him.

Campbell Soup will pay for Rusty's use of a limousine during his time spent in Cincinnati and East Liverpool, Ohio (while he is swimming the portion of the river in those towns) as the first and last towns. Rusty's use of the limousine will comply with the usual and customary terms of the normal limousine rental agreements, with the exception that Rusty will be permitted to drive the limo himself for a minimum distance of 5 miles. Rusty will provide a driver's license and proof of insurance in advance of getting behind the wheel.

Rusty will wear specially made swim trunks featuring the Campbell Soup logo during his swim and he will endorse various Campbell Soup swimming products (eye goggles, swim caps, nose plugs, ear plugs, etc.) after the swim is over. Campbell Soup will begin production and marketing of these items immediately upon signing this contract.

Upon completion of the swim, Campbell Soup will build a backyard swimming pool for Rusty and Rusty's inaugural swim in his new pool will be in Campbell Soup beef broth flavor (or some other mutually acceptable watery soup flavor). This swim could also be filmed and used for future Campbell Soup commercials provided that Rusty is paid an acceptable royalty.

Rusty will consent to reasonable sanctions if he is ever caught eating a competitor's brand of soup not Campbell Soup.\*

Campbell Soup will furnish Rusty with a bench or footstool suitable for sitting potted houseplants on.

\* This clause will not apply in restaurants or when visiting friends of whom Rusty has no control over what kind of soup they prepare, but Rusty will make every effort to encourage any eating establishment or friend to only make Campbell Soup.