



NEWS RELEASE

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Acosta Expands Relationship with Campbell Soup Company

(Jacksonville, FL; July 3, 2003) -- Acosta Sales and Marketing, a leading sales and marketing agency for the consumer packaged goods industry, today announced that it has expanded its relationship with Campbell Soup Company, manufacturer of market leading brands such as "Campbell's," "Chunky" and "Select" soups, "Swanson" broths and "Prego" pasta sauces, effective Aug. 4, 2003 at selected retailers and wholesalers throughout the U.S. The expanded relationship will change Campbell's headquarter representation from a Campbell Sales direct employee to an Acosta Business Manager.

Acosta Chairman-CEO Gary Chartrand noted, "Acosta is committed to driving Campbell's brand growth at these selected customers across the U.S. We already handle a large part of Campbell's retail coverage and believe we can make a significant difference in Campbell's business growth at select customers."

"Our goal is to leverage Acosta's scale, customer penetration, commitment to the local marketplace, and sales and marketing expertise to drive superior sales results," said Jim Kenney, President, Campbell Sales Company.

Founded in 1927, Acosta Sales and Marketing is a leading full-service sales and marketing agency in North America with more than 10,000 associates. The company provides outsourced sales, merchandising, marketing, and promotional services to more than 1,600 manufacturers in the consumer packaged goods (CPG) industry and services over 120,000 retail outlets.

About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high quality soup, sauces, beverage, biscuits, confectionery and prepared food products. The company owns a portfolio of more than 20 market-leading businesses each with more than \$100 million in sales. They include "Campbell's" soups worldwide, "Erasco" soups in Germany and "Liebig" soups in France, "Pepperidge Farm" cookies and crackers, "V8" vegetable juices, "V8 Splash" juice beverages, "Pace" Mexican sauces, "Prego" pasta sauces, "Franco-American" canned pastas and gravies, "Swanson" broths, "Homepride" sauces in the United Kingdom, "Arnott's" biscuits in Australia and "Godiva" chocolates around the world. The company also owns dry soup and sauce businesses in Europe under the "Batchelors," "Oxo," "Lesieur," "Royco," "Liebig," "Heisse Tasse," "Blå Band" and "McDonnells" brands. The company is ably supported by approximately 25,000 employees worldwide. For more information on the company, visit Campbell's website on the Internet at www.campbellsoup.com.

Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.