

Dated: July 18, 2007

Commitment Concerning Advertising to Children

Campbell Soup Company
Pepperidge Farm, Incorporated

Schedule B

Following is an illustrative list of media outlets in which it is assumed, for the purposes of this Commitment, that advertising is addressed to children ages 6 – 11, due to audience composition that is approximately two times the proportion of that age group in the general population, i.e. having a Composition Index of 200 or more. There may be exceptions in characterizing advertising when the advertising is clearly and objectively directed to adults and the media properties in which the advertising is placed are chosen to reach an adult audience.

Cable Television Networks:

Nickelodeon
Nicktoons
Cartoon Network
Toon Disney

Saturday Morning “Kids Block” on Broadcast Networks:

ABC
CBS (DIC)
NBC (Qubo)
Fox (4Kids)
CW (Kids WB)

Print Publications:

DC Comics Group
Discovery Girls
Disney Adventures
Marvel Comics Group
National Geographic Kids
Nickelodeon Magazine
Sports Illustrated Kids
The Archie Group

Company Owned Websites:

myslurp.com
pfgoldfish.com

Third Party Websites:

Disney Channel
Cartoon Network
Nick
MiniClip
Neopets
Kaboose
WB
SI Kids
KidzWorld
Bonus
Yahoo! Kids

Radio:

Radio Disney