



IT'S THE 10TH ANNIVERSARY OF THE CHUNKY SOUP ADS!

Yes, a lot of soup has been sipped since the NFL and Campbell's Chunky soup debuted their player-and-mom TV spots in 1997.

Ten years ago, Green Bay Packers defensive end **REGGIE WHITE** became the first NFL player to serve as a spokesman for Campbell's Chunky. This year's roster of eight players is the largest contingent of NFL stars ever to participate in the Campbell's Chunky soup "Mama's Boys" advertising campaign.

The 2007-08 class of Campbell's Chunky spokesmen includes **MATT HASSELBECK** (Seattle Seahawks), **TODD HEAP** (Baltimore Ravens), **DEVIN HESTER** (Chicago Bears), **LARRY JOHNSON** (Kansas City Chiefs), **MAURICE JONES-DREW** (Jacksonville Jaguars), **LA DAINIAN TOMLINSON** (San Diego Chargers), **JONATHAN VILMA** (New York Jets) and **DE MARCUS WARE** (Dallas Cowboys), all of whom will be featured, along with their moms, in this season's advertising campaign.

"With our biggest roster of NFL players, we anticipate an exciting year with the NFL," said **DOUG JOHNS**, Senior Brand Manager of Campbell's Chunky soup. "Our eight NFL players are incredibly talented, good-hearted guys, who truly exemplify the 'Chunky' brand and our consumer – and we can't forget about how they look out for mom, too."

Over the past 10 years, numerous NFL stars have participated in the "Mama's Boys" campaign. Denver Broncos greats **TERRELL DAVIS** and **JOHN ELWAY** served as spokesmen in 1998-99. Philadelphia's **DONOVAN MC NABB** and Pittsburgh's **JEROME BETTIS** were among the spokesmen in 2002-03, the first year that real moms appeared in the Chunky soup ads. And in 2005-06, McNabb's father Sam became the first father to appear in the advertising campaign, joining Donovan's mother Wilma, who began appearing in the ads in 2002.

"The 10th anniversary of Campbell's Chunky soup's NFL sponsorship marks a significant milestone for our brand," said Johns. "The success and longevity of our relationship with the NFL is a true testament to the outstanding athletes we've worked with over the years."

Following is a year-by-year breakdown of the NFL players who have served as Campbell's Chunky soup spokesmen:

YEAR	PLAYER	TEAM	YEAR	PLAYER	TEAM
1997-98	Reggie White	Green Bay Packers	2004-05 cont'd...	Donovan McNabb	Philadelphia Eagles
				Ben Roethlisberger	Pittsburgh Steelers
Ensemble of Eagles Players					
1998-99	Terrell Davis	Denver Broncos	2005-06	Donovan McNabb	Philadelphia Eagles
	John Elway	Denver Broncos		Ensemble of Eagles Players	
	Neil Smith	Denver Broncos			
1999-00	Terrell Davis	Denver Broncos	2006-07	Matt Hasselbeck	Seattle Seahawks
	Mark Schlereth	Denver Broncos		Donovan McNabb	Philadelphia Eagles
2000-01	Terrell Davis	Denver Broncos		Max Starks	Pittsburgh Steelers
	Kurt Warner	St. Louis Rams		Ben Roethlisberger	Pittsburgh Steelers
2001-02	Donovan McNabb	Philadelphia Eagles		Pittsburgh Steelers Legendary Steel Curtain	
	Kurt Warner	St. Louis Rams	Ensemble of Steelers Players		
2002-03	Jerome Bettis	Pittsburgh Steelers	2007-08	Matt Hasselbeck	Seattle Seahawks
	Donovan McNabb	Philadelphia Eagles		Todd Heap	Baltimore Ravens
	Michael Strahan	New York Giants		Devin Hester	Chicago Bears
	Brian Urlacher	Chicago Bears		Larry Johnson	Kansas City Chiefs
2003-04	John Lynch	Denver Broncos		Maurice Jones-Drew	Jacksonville Jaguars
	Donovan McNabb	Philadelphia Eagles		LaDainian Tomlinson	San Diego Chargers
	Michael Strahan	New York Giants		Jonathan Vilma	New York Jets
2004-05	Ahmad Carroll	Green Bay Packers		DeMarcus Ware	Dallas Cowboys
	Sean Jones	Cleveland Browns			