

PRESS RELEASE

FOOD BANK OF SOUTH JERSEY HOLDS RIBBON CUTTING CEREMONY FOR NEW MARKET PLACE

(Campbell Soup Foundation enabled FBSJ to transform its food distribution center into an efficient marketplace for hunger-relief organizations)

Pennsauken NJ, June 23rd, 2009: Food Bank of South Jersey held a ribbon cutting ceremony on today at noon to commemorate the opening of its new Market Place. The renovations made to the Food Bank's Market Place were possible by a \$25,000 grant from the Campbell Soup Foundation, which is dedicated to supporting organizations that inspire positive change in the communities where Campbell Soup Company operates.

The Food Bank of South Jersey's Market Place stores and stocks food goods for area hunger-relief organizations to distribute to those in need in Southern New Jersey. In addition to the grant, the Campbell Soup Company lent the Food Bank of South Jersey a team of engineers and labor crew to help assist in the redesign and renovation of the Food Bank's Market Place. Members of the Campbell Soup Company were on hand Tuesday for the ribbon cutting ceremony as honored guests of the Food Bank of South Jersey.



l-r: Joe Njoroge, Controller-FBSJ, Val Traore, CEO-FBSJ, Amanda Tolino, Campbell's, Jerry Buckley, VP-Campbell's

At the ribbon cutting ceremony, Chief Executive Officer of the Food Bank of South Jersey, Val Traore, expressed her appreciation saying, "On behalf of the Food Bank of South Jersey and the 87,000 people living in food insecure households in Southern New Jersey, I would like to express my sincerest gratitude to the Campbell Soup Foundation who has provided us with the funds and resources to expand and improve our Market Place, so that each week we can continue to help 18,000 of our hungry neighbors find their next meal."

The Food Bank of South Jersey is the link between those who have so much and those who have too little, and the Food Bank's Market Place serves as the receiving and stocking station of food goods, donated by members of the community. Other hunger-relief organizations can then "shop" at the Market Place, choose necessary food items and distribute the goods to the people whom they serve.

"Campbell's mission is to build the world's most extraordinary food company by nourishing people's lives everywhere, every day," said Jerry S. Buckley, Chairman, Campbell Soup Foundation. "We do this through the products we make and the communities we serve. We are proud to support the many communities across the country where our employees work and live, especially in Southern New Jersey, where our company was founded in 1869. We hope that our contributions will improve the lives of the many people who have come to rely on the Food Bank of South Jersey."

About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's," and "V8." For more information on the company, visit Campbell's website at www.campbellsoup.com.

About the Campbell Soup Foundation

For the past 50 years, the Campbell Soup Foundation has been dedicated to supporting organizations that inspire positive change in the communities where Campbell operates, especially its birthplace and hometown, Camden, New Jersey. A significant portion of the Foundation's focus is on expanding opportunities for Camden residents. On average, the Foundation contributes \$1.6 million annually to nonprofits working to produce tangible results in education, housing, health, and economic development.

About the Food Bank of South Jersey

The Food Bank of South Jersey is a 501 (C) (3) nonprofit hunger-relief organization founded in 1985. Focused solely on the South Jersey region, the organization serves Burlington, Camden, Gloucester, and Salem counties. Now in its 24th year of community service, the organization continues to serve as an agent for effective food rescue and charitable food distribution and has provided nearly 80 million pounds of food—the equivalent of 64 million meals—to thousands of families, seniors, individuals and children in need. The Food Bank of South Jersey is a member the nation's largest domestic hunger relief organization – Feeding America™ (formerly America's Second Harvest®), the Nation's Food Bank Network™ as well as an affiliate of the United Way of Burlington, Camden, Gloucester and Salem counties. For more information, please visit: <http://www.foodbanksj.org>

#