

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