



Campbell Soup Company
1 Campbell Place
Camden, NJ 08103

LARRY McWILLIAMS
PRESIDENT
CAMPBELL USA

July 13, 2005

Mr. John White
President/CEO
Compass Marketing Inc.
612 Third Street
Annapolis, MD 21403

Dear John,

Thank you for your efforts on behalf of The Campbell Soup Company during this last year. As we close out your year with over 1 million cases sold, we realize what a valuable part of our sales Compass Marketing is managing. Thanks also for your recent help with our Pepperidge Farms division.

After many years of looking, we have learned that your firm is truly the "experts in alternate channels". Please pass on to your team my congratulations for an excellent year and keep up the good work next year.

On a personal note John, I want to tell you that I really respect the organization and team you have put together. I appreciate the high level of honesty and integrity you bring to the consumer products market. You are an example for the entire industry to follow.

Sincerely,

A handwritten signature in cursive script, appearing to read "Larry", with a horizontal line underneath.