



ConAgra Foods, Inc.
Consumer Affairs
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October 29, 2007

Dr. Wilbur Skeels
Cantus Quercus Press
1275 Hendrix Ave
Thousand Oaks, CA 91360

Dear Dr. Skeels,

Thank you for contacting us with your concerns about one of our Manwich television advertisements. We appreciate you taking the time to share your comments with us, and apologize for any offense it may have caused.


As a company, one of our goals is to provide families with quality food products that make it easier for them to enjoy a meal together. We selected "Ode to Joy" for this particular advertisement because the symphony's lyrics and music reinforce not only the enjoyment of the product, but also the celebration of a meal enjoyed together. We revised the original lyrics to highlight how our product can help families enjoy their time together and to celebrate a meal enjoyed together.

Additionally, as you may know, "Ode to Joy" is set to Beethoven's Ninth Symphony. While this piece of classical music is often sung as a hymn, it is also one of the most well-known symphonies and one of the most widely-used pieces of classical music in popular culture. Recent use includes a wide variety of movies, television shows and commercials.

In selecting this symphony for our advertisement, we certainly did not mean any disrespect to anyone's religious beliefs. In fact, we conducted testing of this particular commercial among a diverse group of individuals, and the results did not indicate any risk of offending consumers.

Again, we apologize for any unintended offense this choice of music may have caused.

Sincerely,



Krystal Sautter
Sr. Manager
Consumer Affairs

Reference Number: 051725706A