



CONTACT:
Allison Costello
412-456-3741
Allison.Costello@Ketchum.com

Kellogg Media Hotline
269-961-3799
media.hotline@kellogg.com

**KELLOGG ENHANCES NUTRITION CREDENTIALS BY ADDING FIBER
TO POPULAR READY-TO-EAT CEREALS IN THE U.S. AND CANADA**

BATTLE CREEK, Mich., June 4, 2009 – Recognizing that fiber is an important nutrient that fewer than one in 10 children and adults get enough of,¹ Kellogg Company today announced it will add fiber to many of its ready-to-eat cereals in the U.S., as well as in Canada. This decision builds on the Company's 100-plus year commitment to fiber and further strengthens its dedication to meeting consumers' health and nutrition needs. By the end of 2010, nearly 80 percent of Kellogg's U.S. ready-to-eat cereals will be at least good to excellent sources of fiber.

"Today's announcement is another step on Kellogg Company's journey to continually improve the nutrition profile of our products without compromising taste or quality," said David Mackay, president and chief executive officer. "A year ago we changed what and how we market to children and reduced the sugar and sodium in a number of our cereals. Now, Kellogg is adding an important benefit – fiber – to our foods while maintaining their great taste."

Fiber has many benefits, including helping to keep children's digestive systems healthy so they can absorb nutrients. Yet, children ages 6-12 get, on average, 12 grams of fiber daily – well below the recommended intake.²

"Since fiber is so important to children's health, we're first increasing the fiber in many of our most-popular children's cereals – beginning with *Kellogg's Froot Loops* and *Apple Jacks*, which will start to appear on U.S. store shelves in August," said Celeste A. Clark, Ph.D., senior vice president Global Nutrition and Corporate Affairs. "Kellogg cereals are a trusted mainstay of family breakfast tables. Adding fiber without changing the taste kids love is an ideal way to help parents increase their children's daily fiber intakes."

Adults, too, benefit from fiber, which can help weight managers feel fuller longer, improve digestive health and reduce the risks of heart disease and type 2 diabetes. However, adults only get about half the recommended fiber they need each day.³

“As a practicing pediatric nutritionist, I’m pleased to see Kellogg move to increase the fiber in its cereals, especially those that are popular with children,” said Keith T. Ayoob, Ed.D., associate clinical professor in the Department of Pediatrics at Albert Einstein College of Medicine. “I’m on the ‘front lines’ every day and understand how important it is to find foods that strike a balance between what we know kids need and what we know they want.”

In the U.S., Kellogg already has more ready-to-eat cereals that are at least a good source of fiber than any other food company,⁴ including *Frosted Mini-Wheats*, *Kellogg’s Raisin Bran* and *All-Bran*. Kellogg introduced its first fiber cereals in the early 1900s.

While the Company is making a similar commitment in Canada, the products and schedule will vary.

With 2008 sales of nearly \$13 billion, Kellogg Company is the world’s leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The Company’s brands include *Kellogg’s*[®], *Keebler*[®], *Pop-Tarts*[®], *Eggo*[®], *Cheez-It*[®], *All-Bran*[®], *Mini-Wheats*[®] *Nutri-Grain*[®], *Rice Krispies*[®], *Special K*[®], *Chips Deluxe*[®], *Famous Amos*[®], *Sandies*[®], *Bear Naked*[®], *Kashi*[®], *MorningStar Farms*[®], *Gardenburger*[®] and *Stretch Island*[®]. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries. For more information, visit www.kelloggcompany.com. Kellogg Company’s Corporate Responsibility report including its approach, progress and future direction in the marketplace, workplace, environment and community can be found at www.kelloggcompany.com/CR. For information on Kellogg Company’s commitment to nutrition, visit www.kelloggsnutrition.com.

###

¹ Mosfegh, Alanna; Goldman, Joseph; and Cleveland, Linda. 2005. What We Eat in America, NHANES 2001-2002: Usual Nutrient Intake From Foods as Compared to Dietary Reference Intakes. U. S. Department of Agriculture, Agricultural Research Service.

² What We Eat in America National Health and Nutrition Examination Survey (NHANES) 2005-2006 see www.ars.usda.gov.

³ NHANES

⁴ Based upon 80.7% share of cereal category according to IRI, 52 weeks ending February 22, 2009.

Editor's note: Visit the Kellogg Company Media Room (<http://kelloggs.mediaroom.com>) for more information including a multi-media release, fact sheet and frequently asked questions.