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**KELLOGG CANADA REPORTS PROGRESS ON ITS  
HEALTH AND NUTRITION INITIATIVES**

MISSISSAUGA, ON, June 12, 2008 – Kellogg Canada today reported on the progress it has made in its ongoing health and nutrition initiatives to help consumers successfully manage both sides of the calories in/calories out equation. A year ago, Kellogg Canada announced that it was undertaking two major initiatives that further strengthen its commitment to meeting consumers' health and nutrition needs by adjusting what and how the company markets to children and through front-of-pack nutrition labelling and education.

“More than a century ago, our founder W.K. Kellogg said, ‘We are a company of dedicated people making quality products for a healthier world,’ and we’ve been devoted to that principle ever since,” said François Rouilly, president and chief executive officer, Kellogg Canada. “Today we’re sharing the latest progress in our ongoing journey and we’re exploring how we can continue to make a positive impact on consumer health, working together with our industry peers, government, academics, communities and stakeholders across the country.”

Kellogg Canada’s latest contributions to these efforts include:

Expanding Product Choices

The Kellogg Global Nutrient Criteria, a standard based on a broad review of scientific reports, is being used to determine which products the company will market to children. The Nutrient Criteria were shared with key stakeholders prior to being finalized last year in order to gather feedback on the approach and ensure that it aligned with consumer needs.

When Kellogg Canada announced its commitment in June 2007, 36% of its products marketed to children in Canada met the Nutrient Criteria. Since then, significant efforts have been made to both reformulate existing products marketed to children and introduce new products that meet or exceed the

Nutrient Criteria. By the end of 2008, approximately 56% of Kellogg products marketed to children in Canada will meet the Nutrient Criteria. In keeping with Kellogg's commitment, as of January 1, 2009, any remaining products that do not meet the Nutrient Criteria will no longer be marketed to children.

As a result of the company's commitment, a number of cereals that Kellogg Canada markets to children now meet the Nutrient Criteria including *Rice Krispies*, *Crispix Krispies*, and *Corn Pops*. Kellogg is pleased to report that consumer research demonstrates that the cereals deliver the same great taste consumers know and love.

New Kellogg Canada products which meet the Nutrient Criteria as well as address the health and nutrition needs of the adult population include:

- All-Bran Bars* (Chocolate Chip and Oatmeal Cinnamon) contain 4 grams of fibre per serving and are trans fat free
- All-Bran Strawberry Medley* cereal contains 10 grams of fibre per serving and is made with whole grain
- Guardian* cereal contains soluble psyllium fibre which contributes to healthy cholesterol levels
- Mini-Wheats Cinnamon Streusel* Flavour cereal offers lightly toasted, whole-grain wheat biscuits with 5 grams of fibre per serving
- Special K Satisfaction* cereal contains 4 grams of fibre and 10 grams of protein per serving offering weight conscious Canadians a great-tasting cereal that helps control hunger
- Rice Krispies Cocoa* cereal is a source of seven essential nutrients, including an excellent source of thiamin and iron per serving
- Rice Krispies Squares Bars Strawberry* Flavour are trans fat free and provide a source of three essential nutrients.

Moving forward, the company will continue to offer consumers even more product choices with enhanced nutritional value through innovation, reformulation and acquisitions.

#### Responsible Marketing

Kellogg recently updated its Worldwide Marketing & Communication Guidelines, which govern all of the company's marketing communications globally, to reflect the Kellogg Global Nutrient Criteria commitments. Kellogg is also a founding member of several industry "Pledge" marketing initiatives including the Canadian Children's Food and Beverage Advertising Initiative in Canada and is working with industry and other stakeholders to expand and strengthen self-regulatory programs around the world.

In June 2007, Kellogg also committed to include healthy lifestyle messaging and an automatic use break feature on kid directed web sites (under 12) which interrupts activity after 15 minutes of screen time. By the end of 2007, the company developed and implemented "Get Your Move On" to help

accomplish these goals. “Get Your Move On” is a creative and engaging Web site feature that encourages children to be active via messaging and physical activities such as the “Push-Up Challenge.” Kellogg continues its practice of not advertising to children under 6.

#### Providing Helpful Information for Consumers

In the fall of 2007, Kellogg Canada began adding helpful nutrition information called “Get the Facts” on the front of its ready-to-eat cereal packages in Canada. The front-of-pack summary gives a quick snapshot of how a food fits into a consumer’s daily diet and complements the Nutrition Facts table found on the side panel. The company successfully completed the nutrition labelling roll-out, supported by comprehensive consumer education campaigns.

“We’re proud of our pioneering role in launching a fact-based nutrition labelling tool in Canada, as well as in Europe, Australia and many other markets around the world,” said Christine Lowry, Vice President, Nutrition and Corporate Affairs. “We continue to support the adoption of front-of-pack labelling as well as participate in ongoing dialogue with industry and stakeholders on uniformity in labelling.”

Kellogg recently enhanced its nutrition-focused Web site, [www.kelloggsnutrition.ca](http://www.kelloggsnutrition.ca). The site provides information and practical tips to help get the whole family involved in eating well and being active every day such as ideas for nutritious breakfasts and snacks, information on how to use “Get the Facts” to address individual food needs and how to use food labels to help make nutritious food choices. The site also offers educational resources for health care professionals.

#### Promoting Healthy Lifestyles Among Employees, Consumers and Health Professionals

In keeping with Kellogg’s heritage, nutrition and physical fitness is one of the company’s key areas for corporate giving. In Canada, Kellogg continued its support of the 2008 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth which provides an annual comprehensive assessment of physical activity for children and youth. In addition, Kellogg encourages healthy living through Mission Nutrition, a non-branded nutrition education program developed by Canadian dietitians to help teachers and families promote healthy lifestyles to children.

Kellogg Canada’s commitment to health and nutrition extends beyond consumers to health professionals with initiatives such as the Kellogg Nutrition Symposium, a half-day scientific program presented in conjunction with the Dietitians of Canada's Annual Conference. The program provides research and information on timely nutrition and health topics. This year’s Symposium will highlight ParticipACTION and its role in promoting physical activity levels among Canadians. Kellogg Canada is

pleased to raise awareness of the calories in/calories out equation and to be a part of the solution to help address childhood obesity.

Kellogg also has a long standing commitment to helping improve the health of its employees. Kellogg Canada's on-site fitness facility provides a menu of proactive and interactive programs designed to help employees pursue healthier lifestyles, address health risks and boost physical activity. These include annual fitness challenges, classes, cholesterol checks, health assessments and other initiatives such as health coaching, nutrition counseling and workshops on health-related topics.

### **About Kellogg Canada**

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K*, *Vector*, *All-Bran*, *Guardian*, *Kellogg's Corn Flakes*, *Kellogg's Two Scoops Raisin Bran*, *Eggo*, *Nutri-Grain*, *Rice Krispies*, *Pop-Tarts*, *Kellogg's Frosted Flakes*, and *Froot Loops*. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at [www.kelloggs.ca](http://www.kelloggs.ca).

### **About Kellogg Company**

With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE: K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, and meat alternatives. The company's brands include *Kellogg's*, *Keebler*, *Pop-Tarts*, *Eggo*, *Cheez-It*, *Club*, *Nutri-Grain*, *Rice Krispies*, *Special K*, *All-Bran*, *Mini-Wheats*, *Morningstar Farms*, *Famous Amos*, *Ready Crust* and *Kashi*. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company Web site at [www.kelloggcompany.com](http://www.kelloggcompany.com).

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<sup>1</sup> The Kellogg Global Nutrient Criteria set an upper threshold per serving of  $\leq 200$  calories,  $\leq 2$  grams of saturated fat, labelled 0 grams of trans fat,  $\leq 230$  milligrams of sodium and  $\leq 12$  grams of sugar.