



Kellogg Company News

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NOTE CANADIAN MEDIA: NONE OF THE PRODUCTS MENTIONED IN THE US PRESS RELEASE BELOW HAVE BEEN SHIPPED TO CANADA.

CANADIAN CONSUMERS WHO HAVE PURCHASED THE RECALLED PRODUCTS WHILE TRAVELLING TO THE US ARE URGED TO DESTROY THE PRODUCT. CONSUMERS WITH QUESTIONS MAY CONTACT THE KELLOGG CANADA CONSUMER RESPONSE CENTRE AT 1-888-876-3750.

KELLOGG COMPANY ANNOUNCES VOLUNTARY NATIONWIDE RECALL OF AUSTIN® AND KEEBLER® BRANDED PEANUT BUTTER SANDWICH CRACKERS AND SELECT SNACK-SIZE PACKS OF FAMOUS AMOS® AND KEEBLER® SOFT BATCH PEANUT BUTTER COOKIES BECAUSE OF POSSIBLE HEALTH RISK

BATTLE CREEK, Mich. – Kellogg Company today announced a voluntary recall of certain *Austin*® and *Keebler*® branded Peanut Butter Sandwich Crackers and select snack-size packs of *Famous Amos*® Peanut Butter Cookies and *Keebler*® Soft Batch Homestyle Peanut Butter Cookies because the products have the potential to be contaminated with *Salmonella*. No other products are involved in this recall.

On January 14, Kellogg announced a precautionary hold on the sandwich crackers while FDA and other authorities investigated Peanut Corporation of America (PCA), one of Kellogg's peanut paste suppliers for these crackers. PCA has expanded their earlier recall to include peanut paste and peanut butter, prompting Kellogg to immediately announce this recall and to include the above-mentioned cookie and cracker products.

“The actions we are taking today are in keeping with our more than 100-year commitment to providing consumers with safe, high-quality products,” said David Mackay, president and CEO, Kellogg Company. “We apologize for this unfortunate situation.”

Salmonella is an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Healthy persons infected with *Salmonella* often experience fever, diarrhea (which may be bloody), nausea, vomiting and

abdominal pain. In rare circumstances, infection with *Salmonella* can result in the organism getting into the bloodstream and producing more severe illnesses such as arterial infections (i.e., infected aneurysms), endocarditis and arthritis. For more information on *Salmonella*, please visit the Centers for Disease Control and Prevention's Website at <http://www.cdc.gov>.

Consumers who have purchased the recalled products are urged to destroy the product. Consumers with questions or who would like a refund may contact the Kellogg Consumer Response Center at 877-869-5633. Consumers with questions or concerns about their health should contact their doctor.

Products impacted by the recall were produced on or after July 1, 2008, including:

Austin® Quality Foods Cheese Crackers with Peanut Butter - all sizes
Austin® Quality Foods Cheese & Peanut Butter Sandwich Crackers – all sizes
Austin® Quality Foods Mega Stuffed Cheese Crackers with Peanut Butter – all sizes
Austin® Quality Foods PB & J Cracker Sandwiches – all sizes
Austin® Quality Foods Super Snack Pack Sandwich Crackers
Austin® Quality Foods Chocolate Peanut Butter Sandwich Crackers – all sizes
Austin® Quality Foods Toasty Crackers with Peanut Butter – all sizes
Austin® Quality Foods Reduced Fat Cheese & Peanut Butter Sandwich Crackers
Austin® Quality Foods Reduced Fat Toasty Crackers with Peanut Butter Sandwich Crackers
Austin® Quality Foods Cookie/Cracker Pack
Austin® Quality Foods Variety Pack
Keebler® Cheese & Peanut Butter Sandwich Crackers – all sizes
Keebler® Toast & PB'n J Flavored Sandwich Crackers – all sizes
Keebler® Toast & Peanut Butter Sandwich Crackers – all sizes
Famous Amos® Peanut Butter Cookies (2- and 3-ounce)
Keebler® Soft Batch Homestyle Peanut Butter Cookies (2.5-ounce)

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 19 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company Web site at www.kelloggcompany.com.

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