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**KELLOGG STRENGTHENS MARKETING PRACTICES TO CHILDREN,
ANNOUNCES FRONT-OF-PACK NUTRITION LABELLING**

MISSISSAUGA, ON., June 14, 2007 – Kellogg Company today announced that it is 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 new front-of-pack nutrition labelling.

“The initiatives we’re announcing today set a new standard of responsibility and are consistent with our 100-plus year heritage, further strengthening our commitment to helping consumers make informed food choices,” said François Rouilly, president and chief executive officer, Kellogg Canada. “Around the world, Kellogg continues to play an active role in helping consumers successfully manage both sides of the calories in/calories out equation through product choices, nutrition education, community programs and partnerships promoting the importance of a balanced diet and physical activity.”

These two initiatives are consistent with the Report of the Standing Committee on Health on childhood obesity released in March, which includes among its recommendations simple, front-of-pack labelling and improved regulations on children’s food advertising. “The development of these initiatives was well underway at the time the Report was released and solidifies Kellogg Canada’s leadership in nutrition,” said Rouilly.

Shifting the Mix of Products Marketed to Children Under 12

Kellogg Canada will change what and how it markets to children under 12 using nutrition criteria. The Company will use its new internal standard, the Kellogg Global Nutrient Criteria (Nutrient Criteria), to determine which products will be marketed to children on TV, print, radio and Internet as well as how those products are marketed, including use of licensed properties, Web site activities directed to children, promotions/premiums, product placement and in-school marketing. Kellogg Canada will continue its practice of not advertising to children under 6.

The Nutrient Criteria set an upper threshold of ≤ 200 calories, ≤ 2 grams of saturated fat, 0 grams of trans fat, ≤ 230 milligrams of sodium and ≤ 12 grams of sugar per serving.

“These changes are a step in the right direction,” said Harvey Anderson, Professor of Nutritional Sciences at University of Toronto. “The nutrient criteria Kellogg’s has adopted are based on a large body of scientific evidence and it’s encouraging that Kellogg’s has been transparent in its approach.”

Kellogg will apply the Nutrient Criteria to all of its products marketed to children under age 12 around the world. Those products that don’t meet the Criteria (almost 50 percent of Kellogg products currently marketed to children worldwide) will either be reformulated to meet the Nutrient Criteria or they will no longer be marketed to children under 12 by the end of 2008. The Nutrient Criteria will also guide targeted future innovation and product development. Over time, the Company will work toward providing consumers with even more product choices with enhanced nutritional value.

“Today, only about 12 percent of Kellogg Canada’s advertising spending is directed to children under 12 and we’ve always approached that communication responsibly,” said Rouilly. “We’re taking these steps to address increasing concerns about marketing to children and further strengthen our commitment to responsible marketing. In addition, we plan to increasingly emphasize products with enhanced nutritional value as well as continuing to find ways to emphasize nutrition and healthy lifestyles in our marketing to children.”

Wherever possible, implementation of Kellogg commitments will begin immediately. For example, content enhancements will be made to child-directed Web sites, including adding automatic screen time limits and healthy lifestyle and nutrition messaging, plus limiting depictions of foods that don’t meet the Nutrient Criteria in interactive activities like games, downloads and wallpaper. Subject to existing contracts, the Company also will not be using licensed characters as food forms, on front of pack or in advertisements unless that food meets the Nutrient Criteria. Full implementation of all commitments will be completed by the end of 2008.

“We are very pleased to see Kellogg make such a meaningful series of commitments around their children’s products and advertising,” said Cathy Loblaw, President of Concerned Children’s Advertisers. “It is encouraging to see decisions come forward that are grounded in the science of health and nutrition and clearly aimed at supporting Canadian children’s ability to make healthy, balanced choices. This is exactly the kind of action that the Canadian Children’s Food and Beverage Advertising Initiative was intended to bring forward when it was announced in April.”

Front-of-Pack Nutrition Labelling

Additionally, beginning later this year, consumers will see new nutrition information on the front of ready-to-eat cereal packages in Canada, the United States and Mexico. In Canada, new packaging will feature an easy-to-use labelling system on the top right-hand corner of cereal boxes – called “Get the Facts”– identifying amounts of calories, total fat, sodium and sugar per serving. As a company, Kellogg is responsive to meeting the nutrient needs in the countries where it operates. As such, the front-of-pack will also identify the nutrients Canadian consumers can benefit from by eating cereal including fibre, iron and Vitamin B1. This information is based on a 2,000 calorie daily diet.

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 found on the side panel. Kellogg first pioneered the use of a similar labelling system in Europe and Australia, where the approach has been well-received and adopted by industry.

Kellogg actively funds and partners with organizations, health agencies and governments around the world to communicate the importance of a balanced diet and physical activity. Over the past year, the Company has invested nearly \$10 million worldwide in health and nutrition initiatives and is committed to continuing these efforts.

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**, *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.

About Kellogg Company

With 2006 sales of almost \$11 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, fruit snacks, frozen waffles, and veggie foods. The company’s brands include *Kellogg’s*, *Keebler*, *Pop-Tarts*, *Eggo*, *Cheez-It*, *Nutri-Grain*, *Special K*, *Rice Krispies*, *Murray*, *Austin*, *Morningstar Farms*, *Famous Amos*, *Carr’s*, *Plantation*, *Ready Crust* and *Kashi*. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world. For more information, visit the company’s website at www.kelloggcompany.com.

Editor’s note: Visit the Kellogg Company Media Room (<http://kelloggs.mediaroom.com>) for more information including fact sheets, frequently asked questions and a link to the announcement webcast.
Canadian media: Please be careful to look specifically for materials labelled Canadian.