



Can't Get No Satisfaction? Recent Survey Reveals Toronto Women Sure Can.
*100-year-supply of Special K Satisfaction donated to Daily Bread Food Bank
in recognition of results*

TORONTO, ON – February 25, 2009 – Toronto women reported the highest levels of satisfaction in four out of seven areas, including their love lives, in a recent survey of women in 10 Canadian cities. In the Ipsos Reid survey, commissioned by *Kellogg's Special K Satisfaction*, Toronto women also led all others in satisfaction with their body image, health and overall level of self-satisfaction.

As a reward for having such satisfied citizens, a 100-year supply of *Special K Satisfaction* will be donated by Kellogg to the Daily Bread Food Bank on behalf of Toronto Mayor David Miller.

"I want to thank Kellogg Canada for their generous donation," said Mayor Miller. "The results of this survey confirm what Torontonians already know about their city – that this is a great and liveable city where all can find opportunity and prosper and where no one is left behind."

The Satisfaction Poll was designed to get a better understanding of which Canadian women were most satisfied in various aspects of their lives, including their love lives, health and body image. Vancouver and Quebec City topped the remaining three categories. Vancouver women had the highest polled satisfaction levels with their personal relationships and with their work. When it came to satisfaction with their city, the women in Quebec City topped the polls.

"We have come a long way over the years but body image is still something that weighs on the minds of Canadian women," said Christine Lowry, vice-president, nutrition and corporate affairs, Kellogg Canada Inc. "Looking at the poll results, body image was the area where the fewest satisfied votes were received across all cities polled. At *Special K* we want to help women look and feel their best by offering them foods, like *Special K Satisfaction*, that can help them with their weight management goals."

A complete list of satisfaction areas and voting outcomes are as follows:

Overall self-satisfaction

- #1 Toronto
- #2 Vancouver
- #3 Ottawa

Satisfaction with health

- #1 Toronto
- #2 Vancouver
- #3 Ottawa

Satisfaction with body image

- #1 Toronto
- #2 Ottawa
- #3 Montreal

Satisfaction with love life

- #1 Toronto
- #2 Edmonton
- #3 Halifax

Satisfaction with relationships with friends and family

- #1 Vancouver
- #2 Halifax
- #3 Winnipeg

Satisfaction with the work they do

- #1 Vancouver
- #2 Edmonton
- #3 Calgary

Satisfaction with their city overall

- #1 Quebec City
- #2 Halifax
- #3 Vancouver

About the Satisfaction Poll

The Satisfaction Poll was conducted on behalf of *Kellogg's Special K* from November 25 to December 1, 2008. This online survey of 2,102 Canadian women aged 25-64 in the urban centres of Toronto, Halifax, Québec City, Montréal, Ottawa, Hamilton, Winnipeg, Edmonton, Calgary and Vancouver was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Each city sample was then weighted to a comparable sample of 200 and respondents were then asked to assess their personal satisfaction in seven (7) life experience areas. Those respondents indicating 'very satisfied' were assigned a vote weighting of 2 points and somewhat satisfied a 1 point weighting. The 'votes' were then tallied to determine a category winner. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to this poll as it is the result of a tallied vote and therefore not prescribed a percentage value.

About *Special K Satisfaction*

Special K Satisfaction is a breakfast cereal that satisfies hunger to help people resist temptation. A good source of protein and a high source of fibre, it's a mix of crunchy whole grain flakes and clusters with a taste Canadian's love.

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 website at www.kelloggs.ca.

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