



Kellogg Company News

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Media Hotline, Kellogg Company
(269) 961-3799

KELLOGG COMPANY DEBUTS LATEST NEW PRODUCT LINE-UP

*Innovative new products meet consumer needs for
health & wellness, convenience and great taste*

BATTLE CREEK, Mich. – With plans for a \$40 million addition underway to its W.K. Kellogg Institute for Food and Nutrition Research (WKKI) in Battle Creek, Mich., and a host of new products hitting store shelves, Kellogg Company continues its focus on innovation.

Since WKKI opened in 1997, the company's net sales from innovation have almost doubled. In addition, the company's investment in research and development has increased significantly from \$106.4 million in 2002 to \$179.3 million in 2007.

"We're proud of our proven track record of delivering results from our innovations," said Dr. Donna Banks, senior vice president, global innovation. "In 2007, approximately 17 percent of net sales or almost \$2 billion dollars were delivered through innovations launched in the last three years. We're very excited about the expansion of our WKKI facility and about our new product offerings launching this year."

Kellogg Company's recently launched new products include:

Health and Wellness: Wholesome Cereals and Snacks. New adult cereals provide tasty ways to stay on track with diet and weight-management goals, while kids can enjoy whole-grain goodness in two new great-tasting cereals. New, flavorful snacks also offer more options for snacking healthier without sacrificing great taste.

- *Special K[®] Cinnamon Pecan* cereal contains light, crunchy rice flakes with the delightful taste of cinnamon and real pecans, and offers weight managers another great tasting option without sacrifice. Product hit store shelves in December.
- *All-Bran[®] Strawberry Medley* cereal has crunchy bran flakes and squares with granola clusters and real strawberries, and contains three times the fiber of the leading supplement¹. Product was available nationwide in January.

¹ Contains at least 28% more of the Daily Value for fiber than the leading supplement. Fiber content of ALL-BRAN[®] cereals is 10 – 13 grams per serving (40% - 52% DV); leading fiber supplement (powder and capsules) is 3 grams per serving (10-12% DV). (excludes Complete Wheat Bran Flakes)

- *Kellogg's Frosted Flakes Gold*TM cereal offers the great *Frosted Flakes* taste kids love – made with 10 grams whole grain, three grams fiber and baked with honey. *Kellogg's Frosted Flakes Gold* was introduced in January.
- *Animal Planet*TM *Wild Animal Crunch*TM lets kids go wild with a vanilla-chocolate flavored, whole-grain cereal that's a good source of fiber. Available in January in four collectors' packages featuring real photographs of meerkats, polar bears, pandas and seals.
- *Mini-Wheats*[®] *Unfrosted* cereal allows consumers to enjoy the lightly toasted, whole-grain flavor of *Mini-Wheats* cereal with no added sugar². Product was available nationwide last October.
- *Special K Bliss*TM bars feature tantalizing, sweet fruit-flavored pieces, crispy cereal and a chocolatey bottom layer. The bars are available in two exciting flavor combinations – Chocolatey Dipped Raspberry and Chocolatey Dipped Orange – and are 90 calories. *Special K Bliss* bars hit store shelves in January.
- *Pop-Tarts*[®] *Toaster Pastries with One Serving of Whole Grain* contain one serving (16 grams) of whole grain in each pastry, almost doubling the amount of whole grains the average American gets in their diet³. Get the whole grains you need in two favorite *Pop-Tarts* flavors – Strawberry and Brown Sugar Cinnamon. Product was available beginning in January.

Convenient Solutions: Quick, Easy Meals and Snacks for Busy Families. Several mealtime solutions provide busy families with quick and wholesome options to make dinnertime a cinch. In between meal time, satisfy the taste for something salty or something sweet with these appetizing new snacks.

- *Morningstar Farms*[®] *Veggie Cakes* are lightly browned on the outside and tender on the inside, with a flavorful blend of vegetables, rice and seasonings. Available in two tasty flavors, Ginger Teriyaki and Southwestern Style, these veggie cakes are a good source of protein. Product hit store shelves in January.
- *Morningstar Farms*[®] *Asian Veggie Patties* are sweet and spicy veggie patties featuring an Asian flavor sensation. They contain 73 percent less fat than regular ground beef⁴ and are cholesterol free. Product was introduced nationwide in January.
- *Eggo*[®] *Mini Muffin Tops* are fun, pull-apart muffin tops available in Blueberry and Chocolate Chip and are a good source of 9 vitamins and minerals. *Eggo Mini Muffin Tops* were available beginning in January.
- *Eggo*[®] *French Toast Waffles* combine French Toast flavor with the crisp taste of *Eggo* waffles. They feature bigger, deeper pockets with a big taste in every bite and are a good source of 9 vitamins and minerals. Product hit store shelves in January.
- *Townhouse*[®] *Flipsides*TM pretzel crackers combine the versatility of a cracker with the taste of a pretzel and are available in Original and Cheddar flavors. *Flipsides* were introduced in January.
- *Murray*[®] *Sugar Free Chocolate Bites* are bite-sized chocolate cookies with 70 calories per serving. Product will be introduced in March.
- *Cheez-It Duo*TM crackers feature two delicious cheese flavors in one *Cheez-It*[®] box. Enjoy the big cheese flavor of Zesty Queso and Cheddar Blanco or Sharp Cheddar and Parmesan. *Cheez-It Duo* hit store shelves in January.

² Not a reduced calorie food.

³ Americans get 18 grams of whole grains on average (National Health and Nutrition Examination Survey 2003/2004).

⁴ Based on comparison of regular ground beef, pan-fried (15.1g fat) and Asian Veggie Patties (4g fat)

- *Cheez-It Crisps*[™] *White Cheddar* crackers are a delicious, bite-sized cheese snack that's baked in a unique way to make them thin and crispy. Product was available nationwide beginning in January.
- Looking for portability in your favorite snack? *Keebler*[®] *Take-Alongs*[™] cookies are six cups that break apart from each other for a quick snack on-the-go. *Keebler Take-Alongs* cookies are available in *Chips Deluxe*[®] brand Original cookies or *Sandies*[®] brand Pecan Shortbread cookies, and the unique packaging offers portability and is designed to help protect these tasty cookies from breakage.

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 Kellogg's web site at www.kelloggcompany.com.

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