



Kellogg Company Commits \$400,000 to Support Disaster Relief Efforts

BATTLE CREEK, Mich., May 2, 2011 /PRNewswire/ -- Kellogg Company (NYSE: K) today announced it will commit \$400,000 to support disaster relief efforts following the devastating tornadoes in the Southern United States, as well as other natural disasters this spring. The contribution includes cash and product donations to Feeding America, the nation's largest hunger-relief charity. Kellogg's Corporate Citizenship Fund is providing the cash donation.

The financial and in-kind donations will be directed to food banks in the affected areas. Five semi-trailers of *Kellogg's*® cereals and *Keebler*® snack products are already in route with more planned. Feeding America is working with food banks in its network, and other relief agencies, to provide food to those impacted.

"Our thoughts are with those affected by the recent natural disasters," said John Bryant, president and chief executive officer, Kellogg Company. "We know that food is a critical need as people and communities begin to deal with the effects of these disasters, and we are committed to help during this difficult time."

About Kellogg Company

For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company's beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include *Kellogg's*®, *Keebler*®, *Pop-Tarts*®, *Eggo*®, *Cheez-It*®, *All-Bran*®, *Mini-Wheats*®, *Nutri-Grain*®, *Rice Krispies*®, *Special K*®, *Chips Deluxe*®, *Famous Amos*®, *Sandies*®, *Austin*®, *Club*®, *Murray*®, *Kashi*®, *Bear Naked*®, *Morningstar Farms*®, *Gardenburger*® and *Stretch Island*®. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

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