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KELLOGG COMPANY ENDOWS CEREAL SCIENCE AND NUTRITION RESEARCH UNIVERSITY CHAIR TO SUPPORT FUTURE GLOBAL INNOVATION

BATTLE CREEK, Mich., Jan. 5, 2011 – Recognizing the contribution of cereal to consumers' overall health and the importance of ongoing innovation, Kellogg Company has endowed the W.K. Kellogg Chair in Cereal Science and Nutrition at Catholic University of Leuven in Belgium, one of the oldest universities in Europe. Named after our founder, this position will support education and research on the health benefits of cereal grains. The Chair, the first funded by the world's leading cereal company, will be jointly held by Professors Jan Delcour and Kristin Verbeke.

Kellogg has a long commitment to fiber science and helping consumers increase their daily fiber intakes. The Company introduced its first fiber cereals in the early 1900s. More recently, the company added fiber to many of its most popular cereals in the U.S. and Canada, including *Kellogg's® Froot Loops®*, *Apple Jacks®*, *Corn Pops®* and most varieties of *Special K®*.

“We chose Catholic University of Leuven for this future-focused work because it conducts the most respected research in cereals and fibers,” said Margaret Bath, Kellogg Company vice president of research, quality and technology. “The work of Professors Delcour and Verbeke will help us continue to develop innovative cereals that meet the nutrition needs of consumers around the world.”

About Kellogg Company

With 2009 sales of nearly \$13 billion, Kellogg Company 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. The Company's brands 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 Farm®, Gardenburger® and Stretch Island®. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries. For more information, visit www.kelloggcompany.com. Kellogg's Corporate Responsibility report including its approach, progress and future direction in the marketplace, workplace, environment and community can be found

at www.kelloggcompany.com/CR. For information on Kellogg Company's commitment to nutrition, visit www.kelloggsnutrition.com.

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