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**KELLOGG COMPANY DONATES \$500,000 TO SUPPORT
EARTHQUAKE AND TSUNAMI RELIEF EFFORTS IN JAPAN**

BATTLE CREEK, Mich., March 16, 2011 — Kellogg Company today announced a \$500,000 donation to the American Red Cross to support disaster relief efforts in Japan. The contribution includes equal amounts of cash and product and is designated to support the efforts of the Japanese Red Cross Society. The cash donation is being made by Kellogg's Corporate Citizenship Fund.

“The tremendous devastation facing the people of Japan from the combined earthquake and tsunami disaster profoundly touches all of us,” said John Bryant, president and chief executive officer, Kellogg Company. “Kellogg and its employees around the world hope that our contribution can help those impacted by this tragedy as they rebuild their lives and communities.”

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 Farm*[®], *Gardenburger*[®] and *Stretch Island*[®]. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

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