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KELLOGG COMPANY LOOKING FOR GREAT IDEAS

BATTLE CREEK, Mich., October 3, 2008 – Kellogg Company’s new product innovation program has often been recognized as key to its success in recent years. However, more and more of the Company’s technology-driven innovations (e.g. *Special K2O*® clear protein water, *Printed Fun Pop-Tarts*™ ink-jet toaster pastries, and *LiveBright*® brain health bars with DHA) have been enabled through partnerships with outside companies. Now Kellogg is hoping to discover new technologies and partnership opportunities through the creation of a Web site – www.kellogsgreatideas.com – accessible from *Kelloggs.com*.

“When it comes to innovation, one of our guiding principles is that “Ideas Come from Anywhere, Always,” said Jim Melluish, Director of Marketing for Kellogg Company’s Open Innovation team. “With this Web site we can do an even better job of connecting external ideas and opportunities with the Kellogg teams who can drive them.”

Specifically, Kellogg Company is looking for promising new food, packaging, or processing technologies; partially or fully developed new products, as well as innovation collaboration opportunities. Submitting non-confidential innovation proposals is simple and streamlined. All *Great Innovation* proposals will receive a response within six to eight weeks.

The Web site also provides a process for consumers to submit their own suggestions for new products or product improvements.

“We have a long history of listening to consumers and responding to meet the growing needs of all families,” said Mr. Melluish. “Providing an easy way for consumers who are passionate about our brands to tell us what they’d like to see is what ‘Ideas Come from Anywhere’ is all about.”

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*,

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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 19 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company web site at www.kelloggcompany.com

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