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***SPECIAL K*[®] BARS INCREASE FIBER AND ADD NEW DESSERT-INSPIRED VARIETIES TO OFFER MORE POSITIVE NUTRITION FOR CONSUMERS**

BATTLE CREEK, Mich., March 3, 2011 – *Kellogg's*[®] *Special K*[®] brand recognizes the importance of providing positive nutrition for weight-conscious consumers. With that in mind, the brand has renovated its cereal bar portfolio to provide a good source of fiber (three grams) and added two new, delicious flavors to give consumers even more to love.

Ushering in the *Special K*[®] cereal bar renovation are two new great-tasting, dessert-inspired cereal bar flavors – *Special K*[®] Chocolatey Chip Cookie and *Special K*[®] Raspberry Cheesecake. In addition, many of consumers' favorite *Special K*[®] bars have received a fiber update, including *Special K*[®] Blueberry, *Special K*[®] Chocolatey Drizzle, *Special K*[®] Chocolatey Pretzel, *Special K*[®] Honey Nut, *Special K*[®] Peaches & Berries, *Special K*[®] Strawberry, and *Special K*[®] Vanilla Crisp.

"We're excited to add more options with positive nutrition to our portfolio of weight-management snacks," said Marisa Thompson, director Kellogg Wholesome Snacks. "*Special K*[®] continues to provide a simple solution to help consumers jump-start their realistic, attainable weight management goals with great-tasting foods."

Special K[®] cereal bars provide a delicious between-meals treat. With 90 calories and now with three grams of fiber, *Special K*[®] cereal bars are an even better option for weight-managers.

Why Fiber

Fiber is an important nutrient, yet fewer than one in 10 Americans get enough on a daily basis. Furthermore, studies show that consumption of fiber is associated with lower body weight measures in U.S. adults.¹ With three grams of fiber included in each of the new and reformulated

¹ Consumption of Fiber is Associated with Lower Body Weight Measures in US adults: The National Health and Nutrition Examination Survey (NHANES) 1999-2004, S.S. Cho, T.A. Nicklas, C.E. O'Neil.

varieties, *Special K*[®] cereal bars will continue to help weight managers stick to their goals, but with the added benefit of more fiber.

"Increasing the amount of fiber in *Special K*[®] cereal bars is part of Kellogg Company's ongoing commitment to enhancing the nutrition in our foods," Thompson said. "Increasing the amount of fiber in our *Special K*[®] cereal bars to three grams and adding new Chocolatey Chip Cookie and Raspberry Cheesecake varieties gives consumers more delicious options for meeting their fiber and weight-management needs."

Special K[®] cereal bars with fiber – including the two new varieties – are now available in the snack aisles of grocery stores nationwide.

For more information, visit <http://www.specialk.com/cereal-bars>.

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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