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## Sustainable Dependable Global Brands

For more than a century, our company has built its success around a portfolio of powerful global brands that continue to be as relevant to our consumers' needs today as when they were first created. Key to their success has been anchoring our brands to global needs, continuing to build the relationship between our brands and consumers through strong marketing and innovation, and leveraging our Global Marketing Network to share ideas and maximize global growth opportunities.

**Sustainable.** *Special K, All-Bran and Rice Krispies* are just three brands in our global portfolio that illustrate the continuing relevance of Kellogg. The international popularity of these brands demonstrates Kellogg Company's

ability to adjust to and capitalize on changing consumer dynamics and trends, creating new growth opportunities and momentum.

**Dependable.** Through our Global Marketing Leadership Team (GMLT), we have the ability to ensure the transfer of winning ideas and best practices around the globe. This allows us to quickly leverage success across the Kellogg world and maximize the strength of our plans. The GMLT meets to share best practices and insight around our innovation pipeline, in-market performance and advertising campaigns and promotional programs that are producing strong market results.

**Performance.** By taking a cue from the mantra "Think Globally, Act Locally," we are able to look for

areas of global commonality and drive scale to our global brand initiatives in innovation, promotion and consumer ideas. Recognizing the differences that are so often required at a local level allows Kellogg Company to execute marketing programs effectively.

Through a portfolio of powerful brands, strong marketing leadership and a culture focused around the power of ideas, we have been able to create a platform of sustainable, dependable growth across the Kellogg world.



## Our Nutrition Heritage

For more than 100 years, Kellogg has built a legacy of leadership in health and nutrition. We believe that balance – or "calories in, calories out" – must remain the central tenet of achieving weight management and a healthy lifestyle. We have a long-standing commitment to help consumers successfully manage both sides of that equation through our products, packaging, promotions, community efforts, sponsorships and nutrition-education initiatives.

Kellogg offers consumers a wide variety of choices, including low-fat, low-salt, reduced-calorie, reduced-sugar, nutrient-enriched and portion-control options. We continually launch product innovations to meet consumers' health needs, such as digestive health, heart health and shape management. We have also reduced or removed trans fatty acids from almost all of our products.

We believe that educating consumers empowers them to make good nutritional choices. We provide comprehensive nutrition information, nutrition education and healthy-lifestyle messages on millions of packages as well as online.

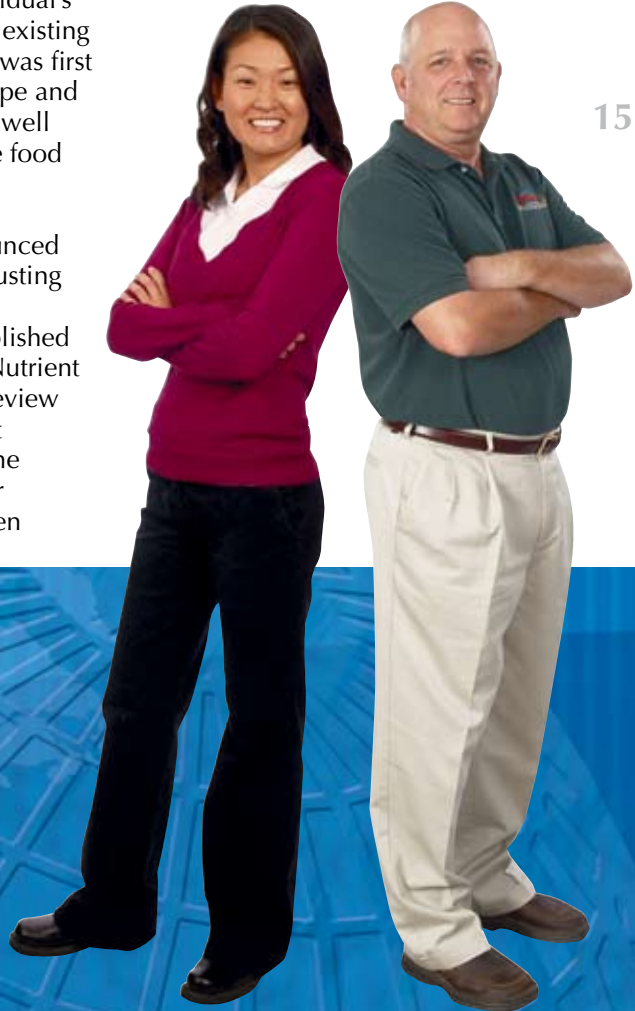


To help consumers make informed food decisions, Kellogg rolled out front-of-pack labeling on ready-to-eat cereal packages in a number of markets, including Europe, Australia, North America, Mexico and Korea. The easy-to-use front-of-pack summary gives a snapshot of how a food fits into an individual's daily diet and complements existing nutrition labels. This system was first launched by Kellogg in Europe and Australia, where it has been well received and adopted by the food industry and some retailers.

In June 2007, Kellogg announced a global commitment to adjusting how and what we market to children under 12. We established a global nutrient standard (Nutrient Criteria) based on a broad review of scientific and government reports. Kellogg will apply the Nutrient Criteria to all of our products marketed to children

around the world. Products that don't meet the criteria will either be reformulated or they will not be marketed to children under 12 years of age. The Nutrient Criteria will also guide future innovation and product development. Over time, the company will work toward providing consumers with even more product choices featuring enhanced nutritional value.

For more information, please visit [www.kelloggcompany.com](http://www.kelloggcompany.com) and [www.kelloggnutrition.com](http://www.kelloggnutrition.com).



**Kellogg Global Nutrient Criteria (per serving)**

- ≤ 200 calories
- ≤ 2 grams of saturated fat
- labeled 0 grams of trans fat
- ≤ 230 milligrams of sodium
- ≤ 12 grams of sugar (as labeled)