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Kellogg's Special K is painting the runway red With fashion designer Cynthia Rowley

Start Something Fabulous contest search for Special K women

Toronto, March 28, 2011 - Kellogg's *Special K* is starting something fabulous by kicking off an exciting national search for three inspirational Canadian women. To celebrate the confidence that comes from looking and feeling good about your shape *Special K* is looking for women to share a story about a time they felt fabulous. Winners will be recognized nationally with their photo on the *Special K* box, a print ad campaign and a custom designed dress by distinguished fashion designer Cynthia Rowley.

Special K partners with renowned fashion designer Cynthia Rowley, recipient of the prestigious Perry Ellis Award for Women's Wear from the Fashion Design Council of America, and a guest judge on America's Next Top Model, Project Runway and Design Star. Ms. Rowley will design a custom look for each of the three *Special K* Start Something Fabulous winners and present this one-of-a-kind collection of signature looks at LG Fashion Week Beauty by L'Oréal in October 2011 – the designer's first show in Canada. The outfits will be inspired and modeled by the women.

"I'm thrilled to partner with *Kellogg's Special K* on this amazing initiative that celebrates women – something I do daily through my work as a fashion designer," said Cynthia Rowley "I'm excited to create this meaningful collection for three special women and present at Canada's preeminent fashion week."

The *Special K* Start Something Fabulous search officially kicks off at Toronto's LG Fashion Week Beauty by L'Oréal Paris, with nominations being accepted online at Specialk.ca.

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Kellogg's Special K (continued)

Visit the *Special K* Studio at LG Fashion Week Beauty by L'Oréal Paris

Get a taste of the ultimate fashion experience by visiting the *Kellogg's Special K* studio at LG Fashion Week in Toronto, March 28 through April 2. Enjoy a hair and make-up touch-up from a pro and have your portrait taken by a professional fashion photographer to make you look and feel fabulous.

"The key ingredient to great style is the confidence that comes from feeling as great as you look", said Andrew Loucks, vice president marketing, Kellogg Canada Inc. "Through our Start Something Fabulous program, we want to celebrate women and have them share their stories about feeling their best. We encourage everyone to participate at specialk.ca."

Kellogg's Special K Start Something Fashion Prizes

Three women will be recognized with:

- Custom designed dress by Cynthia Rowley
- Fabulous make-over and photo shoot in Toronto
- Feature in Special K advertising and on select boxes of Special K cereal
- Participation in Cynthia Rowley's first presentation in LG Fashion Week Beauty by L'Oréal Paris, Toronto, October 2011
- \$1,000 Fashion Shopping Spree

Visit specialk.ca for the full details and rules and regulations.

About Cynthia Rowley

Kellogg's Special K is proud to partner with Cynthia Rowley, a stunning fashion designer, inside and out. Rowley promotes a healthy image and is fabulous in her own right. She is a successful business woman, philanthropist, author and mother of two who stays active through her love for extreme sports. Known for her sophisticated collections and vibrant dresses, with a whiff of carefree spirit, Cynthia Rowley is an award-winning international design sensation. Her collections are available at Cynthia Rowley boutiques in fashion capitals around the world, as well as online and in better department and specialty stores. Please visit www.style.com to see the entire Cynthia Rowley collection.

Kellogg's Special K (continued)**About Kellogg Canada**

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops* Raisin Bran*, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, and *Froot Loops**. For more information, visit www.kelloggs.ca, and for information on Kellogg Canada's commitment to nutrition, visit www.kelloggsnutrition.ca.

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