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**KELLOGG STRENGTHENS COMMITMENT TO NUTRITION LITERACY OF CANADIANS,
ANNOUNCES SUPPORT OF NUTRITION FACTS EDUCATION CAMPAIGN**

MISSISSAUGA, ON, October 22, 2010 – Kellogg Canada today announced its support of the Nutrition Facts Education Campaign (NFEC). The campaign represents an innovative collaboration of Health Canada and Food and Consumer Products of Canada (FCPC) that will better enable Canadians to understand and use the Nutrition Facts table on packaged foods and make informed choices using the % Daily Value. The campaign is a creative solution to recent research that indicates Canadians high awareness of the Nutrition Facts table, but lack of understanding as to the best way to use the information.

“More than a century ago, our founder W.K. Kellogg said, ‘We are a company of dedicated people making quality products for a healthier world,’ and we’ve been devoted to that principle ever since,” said Carol Stewart, president and chief executive officer, Kellogg Canada Inc. “Kellogg’s support of the Nutrition Facts Education Campaign is yet another step in our ongoing journey to further strengthen our commitment to improving the nutrition literacy of Canadians.”

Beginning now and rolling out through 2011, consumers can find the % Daily Value icon on three types of Kellogg’s ready-to-eat cereals, including *Kellogg’s Corn Flakes**, *Kellogg’s* Two Scoops* Raisin Bran* and *Kellogg’s* Just Right**. This represents over 200 million impressions of the % Daily Value icon that will reach Canadian households through Kellogg Canada alone.

To date, Kellogg Canada is one of 34 leading companies that have committed financial and in-kind contributions to this effort, a multi-faceted approach to explain % Daily Value to consumers that will include on-package, in-store, national media (print, television, online) and an educational website (www.healthcanada.gc.ca/dailyvalue) with practical tips on how to use the % Daily Value information in making informed choices.

Providing Gr-r-reat Nutrition Since 1906

Kellogg was founded on a commitment to nutrition and innovation, and this commitment remains at the forefront of our business today. In Canada, our ready-to-eat cereals offer consumers a nutritious way to start the day. In fact, Kellogg’s cereals are a mainstay in more than 77 per cent of Canadian homesⁱ. And, in addition to delivering important nutrients and essential vitamins and minerals such as iron, B vitamins and zinc, cereal also delivers the important benefits of grains, including fibre, and is low in fat. In short, cereal has and always will provide good nutrition for Canadians.

Kellogg offers a variety of products to meet consumers' taste preferences and nutrition needs, including great-tasting choices for digestive health (including regularity), weight management and heart health. Moreover, cereal provides important nutrition for people at all life stages. Cereal helps children get valuable nutrients they might otherwise miss along with great taste. And for women of child-bearing age, cereal provides necessary iron, folic acid and fibre.

“Kellogg Canada has a long history of voluntary action on health and wellness issues,” said Stewart. “We are proud to support the Nutrition Facts Education Campaign and to work alongside Health Canada, FCPC and our industry peers to continue our commitment to helping Canadians make informed and nutritious food choices.”

About the Nutrition Facts Education Campaign

For further information about the Nutrition Facts Education Campaign and % Daily Value, please visit www.healthcanada.gc.ca/dailyvalue.

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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ⁱ IPSOS Reid RTEC 2009 Consumption Report.