



KELLOGG CANADA AND DAIRY FARMERS OF CANADA ENCOURAGE CANADIANS TO PEDAL THEIR WAY TO A HEALTHY AND ACTIVE LIFESTYLE

TORONTO (March 28, 2006) -- Now that spring is here, the timing couldn't be better to dust off your bicycle and get outside. To help make cycling fun for the whole family, Kellogg Canada and Dairy Farmers of Canada have come together to challenge Canadian families to join the *Kidz Count* Program and pedal their way to a healthy and active lifestyle.

Beginning in mid-May, kids will be able to count their cycling mileage using free *Kidz Count* Cylcometres available in over 1.8 million specially marked boxes of *Kellogg's* cereals, while quantities last. Through *Kidz Count*, children and their families will learn new activities to help build physical activity into their daily routine, encouraging them to make a lifelong commitment to active, healthy living.

“Our mission is to encourage families to build physical activity into their daily routine and to make a commitment to active, healthy living,” said Johanne Trudeau, Director, Nutrition, Kellogg Canada. “Cycling is a great way for families to get active together. By combining healthy eating and active living, families are on the trail to a healthier lifestyle.”

Kellogg Canada and Dairy Farmers of Canada are challenging kids across Canada to track their mileage and join the *Kidz Count* mission to incorporate a minimum of 30 additional minutes of physical activity into their day. An interactive and educational website, www.kidzcount.ca, will allow kids and their families to record their cycling mileage and tour five virtual Canadian bike trails including The Canol Heritage Trail (Yukon) and the Gatineau Park Trail (Ontario). Kids can register alone or as a family to reach their fitness goals and compete against each other for added motivation. For every 30 kilometres cycled, Web site registrants earn a contest ballot for a chance to win a family cycling trip to the trail destination of their choice.

“To encourage kids and their families to cycle, we developed a fun, interactive program on the *Kidz Count* Web site. While it's important for kids to maintain an active and healthy lifestyle, they should have fun doing it too.” said Ian MacDonald, National Director of Marketing and Nutrition for Dairy Farmers of Canada. “DFC primarily focuses on the wholesome goodness and outstanding quality of products made from Canadian milk, but we must remember that healthy eating and an active lifestyle are both equally important to the health of Canadians.”

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The *Kidz Count* Cyclometres will be inserted inside specially marked *Kellogg's* cereals. There are four *Kidz Count* Cyclometres to collect - one with Tony the Tiger*, one with Snap*, Crackle* and Pop*, one with Toucan Sam*, and one with Moo Moo, the Dairy Farmers of Canada mascot. Kids can simply strap-on the cyclometre to the back wheel of their bicycle and it will track how far they ride in kilometres.

Kidz Count Cyclometres will be randomly inserted in specially-marked boxes of Kellogg's cereals including Rice Krispies*, Kellogg's Frosted Flakes*, Kellogg's Frosted Flakes* 1/3 Less Sugar, Froot Loops*, Froot Loops* 1/3 Less Sugar, Mini-Wheats* Original, Mini-Wheats* Brown Sugar, Mini-Wheats* Maple, and Mini-Wheats* Vanilla.

The *Kellogg's Kidz Count** program will be supported with a creative television advertising campaign running across Canada beginning in May, in both English and French, and an interactive website. The campaign will also be promoted in-store.

About Kellogg Canada (www.kelloggs.ca)

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*. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities.

About Dairy Farmers of Canada (www.dairygoodness.ca)

Dairy Farmers of Canada is the national policy, lobby and promotional organization representing Canada's 16,000 dairy farmers. DFC strives to create favourable conditions for the Canadian dairy industry, today and in the future. It works to maintain policies that foster the viability of Canadian dairy producers and to promote quality Canadian dairy products. DFC also encourages Canadians to develop a healthy lifestyle, which includes a balanced diet and daily physical activity. DFC is completely funded by dairy producers.

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For more information:

Kellogg Canada Media Hotline

905-290-5416

mediahotline.canada@kellogg.com

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