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KELLOGG CANADA'S ALL-BRAN CHALLENGE CAMPAIGN FEATURING WILLIAM SHATNER RINGS HOME THE BENEFITS OF FIBRE WITH THE LAUNCH OF TWO NEW PRODUCTS

Toronto, ON – May 4, 2005 – Kellogg Canada, together with actor William Shatner, have launched the third Kellogg's* *All-Bran* Two Week Challenge* and introduced two new products to help Canadians meet their recommended daily fibre needs.

The Kellogg's* *All-Bran* Two Week Challenge* is a national challenge designed to increase awareness of the overall benefits of fibre and encourage Canadians to improve their health by committing to increase their daily fibre intake.

The third Kellogg's* *All-Bran* Two Week Challenge* campaign features William Shatner taking the word to an accounting firm in a humorous advertising campaign, which began this week. In the campaign, Shatner plays the role of a receptionist and friend of fibre, leading the staff through the Challenge. In previous campaigns, Shatner appeared as a Firehall Consultant and as a Personal Trainer and Motivator, where he helped his new colleagues "feel better" by completing the Challenge.

Shatner helps the accounting firm meet the Kellogg's* *All-Bran* Two Week Challenge* and "make fibre their friend" with the assistance of two new products: Kellogg's* All-Bran* Bars and Kellogg's* All-Bran* Strawberry Bites cereal.

Kellogg's* All-Bran* Bars are a convenient way to get a high source of fibre, with each serving providing 16 per cent of the Daily Value for fibre (4 grams of fibre) and:

- Are available in Original and Honey Nut flavours
- Are low in saturated fat
- Are trans fat free
- Are a source of 6 essential nutrients
- Contain 130 calories per serving
- Are individually packaged for a convenient, on-the-go snack anytime

Kellogg's* All-Bran* Bars are already creating a buzz, and are even being praised in online chat rooms for their great taste and high fibre content that fits into healthy lifestyles.

Kellogg's* All-Bran* Strawberry Bites cereal are delicious bite-size 100 per cent whole wheat squares filled with sweet and succulent real strawberry filling. A high source in fibre, each $\frac{3}{4}$ cup serving provides 19 per cent of the Daily Value of fibre (5 grams of fibre) and:

- Is low in fat
- Is trans fat free
- Is a source of 9 essential nutrients
- Contains no artificial flavours and no added salt
- Provides 170 calories per $\frac{3}{4}$ cup serving (serving of cereal without milk)
- Excellent source of iron and thiamin

(more)

It is generally recognized that a diet high in fibre is not only a way of promoting regularity, but is also good for your overall health. In fact, two studies published in the *Lancet* medical journal in May 2003, have shown that a high-fibre diet may prevent colon cancer. Fibre is also good for your mental health. A 2002 study from Cardiff University claimed that people who consumed a high-fibre diet were happier, more energetic, and more mentally responsive compared with people who consumed a lower-fibre diet.

“We know that Canadians are only getting about 14 grams of fibre per day” said Christine Lowry, Vice President, Nutrition and Corporate Affairs for Kellogg Canada. “We hope to increase awareness and motivate people to add more fibre to their diets by providing them with tasty and portable options. The addition of Kellogg's* All-Bran* Bars and All-Bran* Strawberry Bites cereal gives consumers new tasty and more convenient ways to increase fibre intake, an important step towards a healthy diet.”

By consuming only a ½ cup a day of Kellogg's* All-Bran Original* cereal, consumers receive 12 grams of fibre, which is almost half of the Daily Value. Kellogg's All-Bran* Bars and All-Bran* Strawberry Bites cereal are two more great ways to help Canadians meet their daily fibre requirements. The combination of Kellogg's* All-Bran* products, in conjunction with other high fibre foods, such as certain vegetables, fruits and legumes, is a balanced approach to meeting daily fibre requirements.

The high-energy, creative advertising campaign was created by Leo Burnett. Each television ad will run consecutively for one week only, for a total of four weeks in English Canada beginning May 2, 2005. The Kellogg's* *All-Bran* Two Week Challenge* is also supported on-pack, in-store, via web with public relations managed by APEX Public Relations. For more information on the **Kellogg's *All-Bran* Two Week Challenge** visit www.all-bran.ca.

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*. 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. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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