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**Kellogg Canada adds a Canadian twist to the Breakfast Table with the launch of  
Mini-Wheats Maple Flavour Cereal**

*New cereal offers the benefits of whole grain and fibre*

**TORONTO, April 28, 2005** —Kellogg Canada introduces *Mini-Wheats* Maple Flavour cereal, which combines whole grain and fibre in bite-size squares with delicious rich maple flavour baked into each square.

“Because Kellogg’s recognizes the health benefits of both whole grain and fibre, we are proud to introduce Kellogg’s *Mini-Wheats* Maple Flavour to our existing line up of delicious tasting fibre rich whole grain cereals,” says Christine Lowry, Vice President, Nutrition, Kellogg Company.

Kellogg’s *Mini-Wheats* Maple Flavour cereal delivers the perfect balance of taste and nutrition for consumers. It is a whole grain cereal that is also a high source of fibre (with five grams of fibre per serving), low in fat, trans fat free and saturated fat free, and also provides a source of nine essential nutrients. With a glass of milk and a serving of fruit, *Mini-Wheats* Maple Flavour Cereal is an excellent part of a nutritious breakfast.

*Mini-Wheats* Maple Flavour cereal will start rolling out into stores across Canada at the beginning of May. *Mini-Wheats* are also available in *Mini-Wheats* White Frosting and *Mini-Wheats* Brown Sugar varieties.

The launch of *Mini-Wheats* Maple Flavour Cereal will be supported with an integrated marketing campaign which will run from May until August. The campaign includes English and French 30 second TV commercials, national in-store sampling and in-store point-of-sale materials.

**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\*, Mini-Wheats\* 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](http://www.kelloggs.ca).