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Kellogg Canada First To Spoon Out New Breakfast Cereals For Carbohydrate And Sugar Conscious Consumers

TORONTO, July 22, 2004 — Kellogg Canada recently introduced three new cereal innovations to the breakfast table. *Kellogg's* Special K* CarbFit**, *Kellogg's* Froot Loops* 1/3 Less Sugar* and *Kellogg's Frosted Flakes* 1/3 Less Sugar* cereals were developed for Canadians to meet their needs for choice, taste and nutrition when they sit down for the most important meal of the day.

From monitoring their carb intake to developing a taste for reduced-sugar products (without artificial sweeteners), Canadians are becoming increasingly conscious of their diets. A first in the Canadian marketplace, these three new breakfast cereals are testament to Kellogg's nutrition leadership in the food industry and ongoing commitment to provide consumers with choice, taste and nutrition.

About *Kellogg's* Froot Loops* 1/3 Less Sugar* and *Kellogg's Frosted Flakes* 1/3 Less Sugar* cereals

Developed for consumers who have indicated a need for reduced-sugar cereals, *Kellogg's* Froot Loops* 1/3 Less Sugar* and *Kellogg's Frosted Flakes* 1/3 Less Sugar* demonstrate a significant cereal category innovation for Kellogg's. These new breakfast options complement the original versions of *Kellogg's Frosted Flakes** and *Kellogg's* Froot Loops** cereals.

Both cereals are trans fat free, provide a source of seven essential nutrients, including iron and zinc, and contain no artificial sweeteners.

"Both *Kellogg's* Froot Loops* 1/3 Less Sugar* and *Kellogg's Frosted Flakes* 1/3 Less Sugar* provide choice for parents and their families," said Christine Lowry, Vice President, Nutrition and Corporate Affairs, Kellogg Canada. "Consumer research indicates that parents value the fact that Kellogg's reduced-sugar cereals maintain great taste without the addition of artificial sweeteners. As a result, we're confident that we have two great-tasting cereals that both parents and kids will enthusiastically agree on."

About Kellogg's* Special K* CarbFit*cereal

Kellogg's Special K** cereal – a cereal long associated with weight maintenance – now comes in a new variety that allows people monitoring their carb intake to continue to enjoy their favourite cereal .

Kellogg's Special K* CarbFit** cereal is a trans fat free blend of wheat bran, toasted soy and rice flakes that fits into any dietary lifestyle and provides a source of nine vitamins and minerals, a high source of dietary fibre, and nine grams of protein.

“Kellogg Canada is committed to providing our consumers with healthy food choices to meet their various needs and preferences in a responsible manner,” said Lowry. “Recognizing that a growing number of consumers have chosen to monitor their carbohydrate intake, we are offering this variety of *Special K** as a healthy choice to meet their needs without compromising taste or nutrition.”

Other cereals in the *Special K** family include *Special K* Red Berries*, *Special K* Vive* Soy* and *Special K* Original*.

The three new products – *Kellogg's* Special K* CarbFit**, *Kellogg's* Froot Loops* 1/3 Less Sugar* and *Kellogg's Frosted Flakes* 1/3 Less Sugar* – will be supported through national television advertising campaigns, on-pack, in-store sampling, and public relations.

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**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition 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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