



Kellogg Global Nutrient Criteria FACT SHEET

- Kellogg is changing what and how the Company markets to children under 12. Kellogg will apply its newly developed Kellogg Global Nutrient Criteria (Nutrient Criteria) to all products currently marketed to children around the world. Products that don't meet the Criteria will either be reformulated or they will no longer be marketed to children under 12 by the end of 2008.
- The Nutrient Criteria are a standard based on a broad review of scientific reports. Specifically, the Nutrient Criteria set an upper threshold of ≤ 200 calories, ≤ 2 grams of saturated fat, 0 grams of trans fat, ≤ 230 milligrams of sodium and ≤ 12 grams of sugar per serving.
- The Criteria are based on a 2,000 calorie daily diet since Health Canada uses 2,000 calories/day as its standard for setting Daily Values, which form the basis of the Nutrition Facts panel. Health Canada uses this standard for all adults and for children two years and older and other countries around the world use 2,000 calories as an average for daily calorie intake.
- To develop the Nutrient Criteria, Kellogg worked with outside experts to conduct a thorough evaluation of nutrition science globally. The Criteria are based on a broad review of scientific reports including IOM and dietary guidelines. Once developed, Kellogg applied the Criteria to products across all categories around the world that are marketed to children. No arbitrary exemptions were allowed.

Century-Long Commitment to Health and Nutrition

- Kellogg has a long-standing commitment to helping consumers successfully manage both sides of the calories in/calories out equation through products, packaging, community efforts, sponsorships and nutrition education initiatives.
- Kellogg offers products to meet consumer health needs such as digestive health, heart health and shape management. The Company offers consumers a wide variety of choices, including low-fat, low-salt, reduced-calorie, reduced-sugar, nutrient-enriched and portion-control options and has reduced or removed trans fatty acids from most of its products.
- Kellogg believes that educating consumers empowers them to make good nutritional choices. The Company provides comprehensive nutrition information, nutrition education and healthy lifestyle messages on millions of packages as well as online at www.kelloggsnutrition.ca and www.missionnutrition.ca.
- Kellogg actively funds and partners with organizations, health agencies and governments around the world to communicate the importance of a balanced diet and physical activity.