



Marketing to Children Practices FACT SHEET

- Kellogg is changing what and how the Company markets to children under 12. Kellogg will apply science-based Kellogg Global Nutrient Criteria (Nutrient Criteria) to all products currently marketed to children around the world. Products that don't meet the Nutrient Criteria will either be reformulated or they will no longer be marketed to children under 12 by the end of 2008. Kellogg will continue its practice of not advertising to children under 6.
- 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 amounts are based on a 2,000 calorie daily diet.
- Wherever possible, and subject to existing contractual obligations, implementation of Kellogg commitments will begin immediately. Full implementation of all commitments will be completed by the end of 2008.

Product Impact

- Almost 50 percent of current formulations of Kellogg products currently marketed to children worldwide do not meet the criteria and will either be reformulated to meet the Nutrient Criteria or they will no longer be marketed to children under 12. The reformulated products will not be compromised in terms of quality and taste.
- Examples of Kellogg foods in Canada that do not meet the Nutrient Criteria include current versions of *Kellogg's[®] Pop-Tarts* pastry and *Kellogg's[®] Corn Pops* cereal.

Commitment to Responsible Marketing

- Kellogg follows existing internal Worldwide Marketing Guidelines, which reflect the Company's commitment to fair and responsible advertising, which govern the global marketing efforts to consumers, including children. The actions Kellogg Company is taking build on these Marketing Guidelines, which already include principles such as:
 - No advertising to children under 6
 - Promoting appropriate levels of consumption
 - Portraying activity, exercise
- Now Kellogg is enhancing the Guidelines to reflect its new commitments including:
 - Only advertising on TV, print, radio and third-party Internet media directed primarily to children under 12, products that meet the Nutrient Criteria.
 - Making content changes on all child-directed Web sites, including session time limits, limits on interactive games/activities based on the Nutrient Criteria and incorporating healthy lifestyle messaging.
 - Limiting licensed character use in ads, Web sites, food forms and on front of pack for foods that do not meet the Nutrient Criteria.
 - No product placement in any medium designed to appeal to children under 12.

- Only using celebrity spokespersons, viral marketing, branded toys and games directed to children under 12 if the product meets the Nutrient Criteria.
 - Continuing the practice of not advertising to children in elementary and preschool settings.
- The Nutrient Criteria-based marketing initiative is consistent with our 100-year heritage and further strengthens our commitment to helping consumers make informed food choices and sets a new standard of responsibility.
 - Kellogg Company actively funds and partners with organizations, health agencies and governments around the world to communicate the importance of a balanced diet and physical activity.
 - The Nutrient Criteria will also guide targeted future innovation and product development. Over time, Kellogg will work toward providing consumers with even more product choices with enhanced nutritional value, as well as continuing to emphasize nutrition and healthy lifestyles in its marketing to children.
 - Kellogg is a founding member of the Children's Food and Beverage Advertising Initiative in the U.S. and in Canada, the Advertising Standards of Canada and Concerned Children's Advertisers. Many of the commitments above will also be expressed as part of those programs.