

Kellogg Company Honored as One of "40 Best Companies for Diversity" in 2012 by Black Enterprise Magazine
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BATTLE CREEK, Mich., July 11, 2012 /PRNewswire/ -- Kellogg Company has once again been named one of the "40 Best Companies for Diversity" in 2012 by *Black Enterprise* magazine. The recognition reflects the company's ongoing commitment to diversity and inclusion and marks the sixth time Kellogg has been named to the list.

"At Kellogg, we make a point to emphasize inclusion along with diversity," said President and Chief Executive Officer John Bryant. "Promoting diversity helps us to be more in tune with the diverse needs of our consumers. Emphasizing inclusion creates an environment where all feel welcomed and valued – and that's important not only at Kellogg, but in the communities where we live and work as well."

Featured in the publication's July issue, this year's *Black Enterprise* editorial accompanying its "40 Best Companies" list spotlights supplier diversity initiatives. Kellogg recently announced its 13th consecutive year of growth in its U.S. supplier diversity program, surpassing the \$350 million mark, and has experienced a nearly 6-fold increase in spending in the last 10 years. The program also helps to support local communities by working with more than 200 companies owned by women, people of color and veterans with disabilities.

"We're working to build a stronger Kellogg by fostering an inclusive culture that leverages diversity as a competitive advantage," said Mark King, chief diversity officer for Kellogg Company. "Along with our supplier diversity initiatives, we've also made significant strides in reaching that objective by embedding diversity and inclusion throughout all levels of our organization. We're honored to be recognized by *Black Enterprise* once again for these efforts."

Black Enterprise first published its "Top 40" list in 2005. Companies named to the list are evaluated on a variety of diversity indicators and whether those elements extend throughout the company. More information may be found at www.blackenterprise.com.

About Kellogg Company

Driven to enrich and delight the world through foods and brands that matter, Kellogg Company (NYSE: K) is the world's leading producer of cereal, second largest producer of cookies and crackers and - through the May 2012 acquisition of the iconic *Pringles*® business - the world's second largest savory snacks company. In addition, Kellogg is a leading producer of frozen foods. Every day, our well-loved brands - produced in 18 countries and marketed in more than 180 countries - nourish families so they can flourish and thrive. With 2011 sales of more than \$13 billion, these brands include *Cheez-It*®, *Coco Pops*®, *Corn Flakes*®, *Eggo*®, *Frosted Flakes*®, *Kashi*®, *Keebler*®, *Kellogg's*®, *Mini-Wheats*®, *Pop-Tarts*®, *Pringles*®, *Rice Krispies*®, *Special K*®, and many more. To learn more about Kellogg Company, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggcompany.com.

SOURCE Kellogg Company

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