

Kellogg Company Honored as One of "Top 50 Companies for Diversity" in 2012
Wednesday, April 25, 2012 12:30:00 PM (GMT)

BATTLE CREEK, Mich., April 25, 2012 /PRNewswire/ -- Highlights:

- DiversityInc names Kellogg Company one of its "Top 50 Companies for Diversity" in 2012
- Organization cites Kellogg's executive commitment, human capital, communication and supplier diversity initiatives
- Kellogg CEO calls not only "the right thing to do," but critical to a company's success and growth

Kellogg Company's long-standing commitment to diversity and inclusion was recognized when the company was named one of the "Top 50 Companies for Diversity" in 2012 by DiversityInc, a leading global organization focusing on diversity and inclusion.

DiversityInc began recognizing global companies that play a leading role in supporting and promoting diversity since it first published its "Top 50" list in 2001. This year, more than 500 companies participated in the selection process. Kellogg has been previously recognized by DiversityInc as a "Noteworthy" company prior to making it into their Top 50.

There are four core areas DiversityInc considers when selecting its Top 50 companies: the CEO's commitment to diversity and inclusion; human capital; corporate and organizational communication on diversity-related issues; and supplier diversity.

"The concepts of diversity and inclusiveness are at the heart of Kellogg's values," said President and Chief Executive Officer John Bryant. "We are committed to growing our diverse workforce not only because it is the right thing to do, but also because it is critical to our ongoing success. A diverse and inclusive workforce is more nimble, more innovative, more connected to our customers and consumers, and more open to new ideas, particularly in this increasingly global economy."

"Kellogg has had a dramatic improvement this year, led by CEO and President John Bryant. This includes direct executive accountability for diversity results and significant improvements in resource groups and supplier diversity," said Luke Visconti, CEO of DiversityInc.

"It is an honor to receive this recognition from DiversityInc," said Mark King, chief diversity officer for Kellogg Company. "Our employees not only embrace the concept of diversity, we work to bring it to life every day throughout every aspect of our company."

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 and a leading producer of snacks and frozen foods. Every day, our well-loved brands - produced in 17 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*®, *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

Contacts: Kellogg Media Hotline, Media.Hotline@Kellogg.com, +1-269-961-3799

Countries: United States

Industries: Retail, Banking & Financial Services, Food & Beverages

Languages: English

Primary Identifiers: K-US

Related Identifiers: K-US

Subjects: Human Interest Groups