Kellogg Launches Third Diversity & Inclusion Report Tuesday, August 28, 2012 01:00:00 PM (GMT)

Success Stories & Engagement Among Highlights

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- Kellogg receives 8 awards for diversity & inclusion in workplace & supplier relationships, but recognizes ongoing journey.
- New report, Features, takes personal approach by telling stories of benefits of workplace diversity and inclusion.
- Fostering diversity is a competitive advantage that helps Kellogg achieve its strategic vision.

Kellogg Company today proudly launched its third Diversity & Inclusion (D&I) report, titled *Features*, which details the company's efforts toward building a diverse workforce reflective of the consumers it serves and the communities in which it operates.

"Fostering diversity within our workforce and our supplier base is not just the right thing to do; it's critical for helping us achieve our strategic vision," said John Bryant, president and chief executive officer, Kellogg Company. "An actively inclusive, welcoming and respectful work environment promotes employee engagement, drives innovation, improves retention and boosts productivity – all of which contribute directly to our bottom line."

Examples of other initiatives – along with Kellogg's diversity and inclusion strategy – are detailed in *Features*. For example, Kellogg's Supplier Diversity Program has provided business opportunities for companies owned by members of minority groups, women and veterans with disabilities. Via this program, Kellogg Company now purchases from more than 200 diverse supplier companies and spends more than \$350 million a year with diverse suppliers.

"This year we took a more personal approach to our Diversity & Inclusion report," said Mark King, Kellogg Company's Chief Diversity Officer. "Reading and learning about real-life success stories from Kellogg teammates around the globe shows the human side – the inspirational side – that makes us incredibly proud of our ongoing journey. We continue to increase and leverage the diversity of our Kellogg team around the globe to create an inclusive culture where our employees can thrive."

As a testament to this progress, Kellogg has received over the past year several accolades, including earning a spot among *DiversityInc's* "2012 Top 50 Companies for Diversity" (a leading organization for diversity and inclusion), and The CEO Leadership Circle of Excellence Award from the Minority Business Development Agency (a branch of the U.S. Department of Commerce through which recognition is based on accomplishments in supplier diversity).

"Even as we drive greater diversity within our global workforce, we know we have to work together as one company, and one team, to achieve our goals," Bryant said. "We must embrace diversity as an ongoing journey even as we align all employees toward the achievement of our common vision, while also adhering to our shared corporate Values. That, we believe, is the recipe for success."

The full Diversity & Inclusion report is now available online at www.kelloggdiversityandinclusion.com.

Additional details about Kellogg Company's diversity strategy, along with information about other workplace initiatives – including talent management, employee safety, and employee health and wellness – may be found in its Corporate Responsibility report at www.kelloggcompany.com/CR.

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.

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