

NEWS RELEASES

KELLOGG COMPANY VOLUNTARILY RECALLS SELECT PACKAGES OF KELLOGG'S® CORN POPS®, KELLOGG'S® HONEY SMACKS®, KELLOGG'S® FROOT LOOPS® AND KELLOGG'S® APPLE JACKS®

BATTLE CREEK, Mich., June 25 /PRNewswire-FirstCall/ -- Working in consultation with the United States Food and Drug Administration (FDA), Kellogg Company (NYSE: K) is implementing a voluntary recall of certain breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package.

Only products with the letters "KN" following the Better If Used Before Date are included in the recall. Products with a "KM" designation are NOT included in the recall. In addition, no products in Canada are affected.

Kellogg's® Apple Jacks®

- UPC 3800039136 1: 17 ounce package with Better if Used Before Dates between APR 10 2011 and JUN 22 2011
- UPC 3800039132 3: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011

Kellogg's® Corn Pops®

- UPC 3800039109 5: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039111 8: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039116 3: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011

Kellogg's® Froot Loops®

- UPC 3800039118 7: 12.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039120 0: 17 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011
- UPC 3800039125 5: 8.7 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

Kellogg's® Honey Smacks®

- UPC 3800039103 3: 15.3 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

While the potential for serious health problems is low, some consumers are sensitive to the uncharacteristic off-flavor and smell and should not eat the recalled products because of possible temporary symptoms, including nausea and diarrhea.

No other Kellogg's products are part of this recall. The recalled products were distributed nationwide.

"We apologize to our consumers and our customers and are working diligently to ensure that the affected products are rapidly removed from the marketplace," said David Mackay, president and chief executive officer, Kellogg Company.

Those with questions or who would like a replacement may contact the Kellogg Consumer Response Center at 888-801-4163 from 8 am to 8 pm Eastern time.

SOURCE Kellogg Company