

today's



Kellogg'sTM
people. passion. pride.TM

SENIOR EDITION



Congratulations to Our Raffle Winners

Mary Ann Crothers, Battle Creek, Mich., was indeed lucky. Amazingly, her answer to the survey question of what she'd like to see on the retiree website: "My name as a winner of a laptop computer so I can visit SeniorK.com and keep up-to-date with my favorite company and people." Mary Ann retired from Kellogg.

Mary Melnick, South Amboy, N.J., retired from Keebler and says she just never wins anything. Not anymore! Mary won a digital photo camera and printer

Keebler Retiree **Chuck Williams**, Morrison, Colo., was surprised to win a digital camera and printer and noted, "I appreciate what Kellogg is doing for retirees."

See their photos on www.seniork.com

Great Response to Our Readership Survey

Thank you to the more than 700 retirees who completed and sent in the Reader Survey from the Fall 2007 newsletter. This total represented a six percent response rate, which is considered excellent for such surveys.

"That's not surprising," notes Cyd Kilduff, associate director, Work/Life Programs, who oversees retiree programs, "Our retirees may be spread out across the country, but most remain very connected and are genuinely interested in what's happening at the company and with fellow retirees."

Overwhelmingly, the feedback was positive for *Today's K*TM Senior Edition and the retiree website, *Senior K*. There were many comments regarding how Kellogg communicates with its retirees, such as "Keep up the good work!" and "Thanks for all you do for us." (There were plenty of suggestions too. Read on.)

How you rated *Today's K*TM Senior Edition

- 92% of survey respondents read "Most" or "All" of the newsletter
- The newsletter sections ranked in terms of highest interest are as follows:
 1. Health and Benefits News
 2. Company News
 3. Cover Stories

Your write-in comments made it clear what else retirees would like to see in the newsletter: more articles on new Kellogg products; more health and nutrition tips; money-saving and retiree-living ideas; company historical photos; information about different companies that joined Kellogg through the years, and brain teasers or quizzes.

In response to this feedback, you'll see some changes beginning with this issue.

First, look for new product information in every issue and a focus on nutrition, health or consumer tips. (See related story "Got a tip to share?" on page 5.)

You'll also find select photos from the Kellogg archives to help you learn more about our history or take a stroll down memory lane. Be sure to try the new "K Quiz"TM to test your knowledge about the company.

Finally, many survey respondents requested news about recent retirees and more stories about fellow retirees. The SeniorK Message Board is a great option for new retirees to say hello or long-time retirees to share their recent travel stories or company memories. (See page 3 to learn how easy it is to submit some news online.)

What you told us about SeniorK.com

While many retirees have joined the online world, according to our survey only about half of our retirees own or have access to a computer. Of those of you with an Internet connection, 50 percent visit SeniorK.com once a month, almost 20 percent visit weekly and 2 percent go to the website daily.

SeniorK.com provides the fastest and most effective way to reach retirees, with up-to-date news stories, retiree tips and photos, and an online retiree directory.

If you haven't paid a visit to www.seniork.com, please do!



Jerry Moseke
Omaha

QuizTM

Kellogg cereal accompanied what explorer on an expedition to the Antarctic in 1939?

- a. Sir William Edward Parry
- b. Ann Bancroft
- c. Adm. Richard E. Byrd
- d. Sir Ernest Henry Shackleton

See page 4 for the answer!

“Sustainable, Dependable Performance” Remains Our Company’s Goal



At the 86th Annual Shareowners Meeting on April 25 in Battle Creek, the remarks of President and Chief Executive Officer David Mackay and Chairman of the Board Jim Jenness reflected the “Sustainable, Dependable Performance” theme of the 2007 Annual Report.

While commodities and energy prices are a challenge for most packaged-food companies, David stressed that it’s “our unwavering focus on the fundamentals of our business that has allowed Kellogg to maintain its momentum. These include driving cereal growth, expanding snacks and continued growth of our Frozen Foods and Kashi businesses.”

All About Opportunity

In 2007, Kellogg purchased *Gardenburger*®, a maker of vegetarian, vegan and alternative meat products, and *Bear Naked*®, a maker of premium all natural and organic granolas, hot cereals and trail mixes. This January, the company acquired the United Bakers Group in Russia. These transactions are designed to enhance the ability to generate long-term growth.

Markets like Russia, Central and Eastern Europe, Turkey, Latin America and Asia represent significant growth potential, and the company has already made good progress. Russia, in particular, is one of the emerging markets that now represent a very important part of the long-term growth strategy.

Tackling Key Issues

Other issues impacting the company’s ability to deliver dependable performance in the future include: environmental sustainability, marketing to children and obesity. In each of these areas, Kellogg continues to be a leader.

With first quarter 2008 earnings showing sales growth of 10 percent and operating profit growth of 9 percent, Kellogg Company continues to deliver sustainable, dependable performance. There’s no doubt today’s marketplace offers some tough issues to face, but there is continued opportunity for this global organization which now boasts almost 30,000 employees.

In the 21st century business world, what’s the bottom line?

Modern stakeholders judge companies by more than profitability. That’s why companies like Wal-Mart and Coca-Cola, to name a few, now report on their environmental sustainability and social responsibility as well as finances – what’s known as the “triple bottom line” or “people, planet, profit” concept.

Kellogg has a proud and longstanding commitment to corporate responsibility. Watch for our first-annual global corporate responsibility report later in the year.



Expanding Innovation to Fuel Growth

In 1997, the W.K. Kellogg Institute for Food and Nutrition Research (WKKI) in Battle Creek became our global innovation center. Since WKKI opened its doors, Kellogg Company’s net sales have doubled (from \$6 billion to almost \$12 billion), and net sales linked to innovation have nearly doubled as well.

Today, expansion is underway to grow this facility by more than 150,000 square feet to enhance the famous Kellogg innovation and fuel top-line growth. The facility should be operational by third quarter of 2009.



Remember When?

In 1999, Worthington Foods joined the Kellogg family. *Worthington*® and *Loma Linda*®, a sister brand of *Morningstar Farms*®, continue to provide new and innovative products for consumers looking for vegetarian options. Find their website under www.kelloggcompany.com/brand/worthington.



Keebler Foods Company, a leading producer of cookies and crackers, came on board at Kellogg in 2001. Since Keebler skipped warehousing products and, instead, shipped them directly from factories into retail stores, it improved product freshness and reduced inventory. Kellogg moved its convenience foods, such as *Rice Krispies Treats*® Squares and *Nutri-Grain*® Bars, into the Keebler system.

Jackie Taylor
Lancaster



Betty Ann Jones
Lancaster



Our goal is to **INFORM** and **CONNECT** retirees by sharing association **NEWS**, group **ACTIVITIES** and **EVENTS**.

It's easy to share your news and memories on the *Senior K*™ Message Board

- Please note that multiple articles or photographs from each association can be included in the newsletter if space allows.
- Based on feedback, the monthly meeting listing no longer appears in the newsletter. Find it online at *Senior K* or check with the association contacts.
- Interested in joining an association? Note the contact name and telephone number or contact Annette Zalner, 1-800-Kellogg, ext. 2414.
- To share more personal notes and stories, please visit the Bulletin Board on www.seniork.com.

The screenshot shows the 'Senior K Retiree Website' with a navigation menu on the left and a main content area. The 'Connect with Others' section is highlighted, featuring a 'Senior K Message Board' link. Below this, there is a form titled 'Send Your Message to the Senior K Message Board' with fields for Name, Location, Email, and Message. A purple arrow points from the form to a sample message posted on the board.

Simply follow these steps:

1. Go to www.seniork.com
2. Click on **Connect with Others** in the left-hand links
3. Click to **post your own message**
4. Fill in the **e-mail form** provided and click **Submit**

You can also attach one digital photograph for posting on the Message Board. Just click in the purple box as indicated and an e-mail form will appear that includes a space to attach your photo.

Your message will be posted within 48 hours after submission.

Please note that *Senior K* monitors contents of messages for appropriateness. If there is a concern or question about your posting, you will receive an e-mail reply.

Senior K Message Board Change Text Size: A A A Restore

Tony the Tiger Battle Creek, MI info@seniork.com 5/1/2008

Message: Though I'm not retired, I encourage all retirees to share news and memories on the SeniorK Message Board. Have a great day!

Post your message on the *Senior K* Message Board today!

Retiree Association Contacts

For more information about these retiree associations and their meetings/events, contact:

Battle Creek
Bernard Jones, 269-963-3919

Denver
Dorothy Swindt, 303-934-3780

Elmhurst
George Maddock,
ng412@comcast.net

Lancaster
Ruth Vickers, 717-871-0354
James Bear, 717-481-7681

Memphis
Bob LeMay, 662-895-5355
Larry Caldwell, 901-753-5141

Omaha
Jerry Moseke, 402-891-9169

San Leandro
Virginia Sprott, 510-581-1387

Bernard Jones
Battle Creek

Thinking of starting a retiree association?

Our retiree associations were started by someone, or a group of people, who wanted to get together with former colleagues. Here are some things to think about:

- Are there 20 or more retirees in your location with an interest?
- Is someone willing to be a leader or main contact?
- How often would you like to meet?

Anyone interested in learning more may contact Annette Zalner at 1-800-kellogg, extension 2414. "I'm happy to offer guidance on how to get an organization up and going," says Annette.

Annette Zalner, *Retiree Relations*



Denver Retirees' Association

Serving since 1999 as president for the Denver Keebler Association of Retired Employees (KARE) is something Dorothy Swindt does with ease...seems she's had a lot of practice in taking on challenges and being a leader.



Recently the Zonta Club of Denver honored Dorothy with a newsletter article entitled, "One Amazing Woman...Dorothy Swindt." (Zonta is a global organization of executives and professionals in 68 countries working together to advance the status of women worldwide through service and advocacy.)

The salute to Dorothy tells how she worked as a welder making trailers in the war effort during World War II. She was inspired to keep working and found a home in Human Resources (HR) at the Keebler bakery in Denver. She later divorced and with three children to raise, she wanted to develop her career so she attended Business School at night.

Thanks to her first manager in HR, Dorothy was encouraged to learn more about business by joining the International Association of Personnel Women. This led to her being asked in 1982 to join the Zonta Club in Denver. Two years later, she traveled to Australia for her first international Zonta convention. Moved by meeting such diverse women from around the world dedicated to one mission, Dorothy wanted to do her share to further Zonta's goals of helping women and children around the world.

Meanwhile at Keebler, Dorothy continued to excel and moved to the Purchasing Department, eventually becoming a purchasing manager. Dorothy retired in 1992.

Throughout the years, Dorothy remained involved with Zonta and served in several leadership positions at the local Denver Club and for the four-state Rocky Mountain District. She traveled to international conferences in France, Finland, China, Canada and many cities in the U.S, even given the honor of carrying her district's flag at a convention in Detroit.

"I was, and still am, thrilled to be involved with an organization that helps so many around the world," notes Dorothy.

Battle Creek Retirees' Association

For a couple hundred retirees and their families who were able to join in the fun at this year's annual Florida picnic, the bounty included great food, good times and lots of door prizes. This year's pirate theme inspired appropriate loot: lots of giveaways, including skull key chains as well as mouse pads and blankets sporting skull and crossbones. To top things off the Anna Maria Island pirate staff surprised many by stopping by for some unique photo opportunities.

From all reports, it was a grand success, says Sandi Nowicki who headed up the picnic committee along with Leon Masengale. Special thanks to the following people: Patti and crew, Sally and Tom Austin, Jim and Pat Bradshaw, Jan Akers and Becky Burkhart, Nora and Bill Kilby, Ellen Pierson, Art and Norbert Pierson, Sharon and Leon Masengale, Jerry Nowicki, Bob and Mary Fales, Dave Burkhart, and Bill and Beverly Gray.

"Most of all I would like to thank Sylvia Jones for doing the work for two people!," adds Sandi, "We are a finely oiled machine. There were more boxes moved this year from place to place than Carter has liver pills!"



Arizona Retirees' Association

When 65 or so Kellogg retirees got together for a luncheon in Arizona, they enjoyed food, conversation and good times. On February 9, retirees gathered at the Sun Lakes Community Center in Sun Lakes. A bonus was the many door prizes awarded to lucky winners. Chuck Hookway presented the grand prize, a black Kellogg's® jacket, to Gene LaForce.



Kellogg's Quiz™ Answer:

A train car load's worth of Kellogg's brand cereals was specially packed for Adm. Richard E. Byrd's third expedition to Antarctica, which took place 1939-1941. Byrd (1888-1957) was an American explorer, author, aviator and naval officer who led five expeditions to Antarctica during his lifetime.



Benefits Resources

Plan/Type of Coverage	Contact Information/Resource
Medical - If your plan is through BCBS	Blue Cross Blue Shield (BCBS) 1-800-482-5980 To find out if your doctors are in the BCBS network: 1-800-810-BLUE (2583) To access the BCBS online provider directory: www.bcbs.com/healthtravel/finder.html BlueHealthConnection To talk to a nurse health coach 24 hrs/7 days a week: 1-800-775-BLUE (2583)
Medical - If your plan is through CIGNA	CIGNA CIGNA Healthcare P.O. Box 2100 Bourbonnais, IL 60914 1-800-438-0247 <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> NOTE New helpful site features as of February! www.myCIGNA.com </div>
Health Care Resource	Subimo Healthcare Advisor™ For information on medical conditions and treatment options, prescription drug comparisons, hospital care and questions to ask your doctor. To access the website, type in http://kellogg.subimo.com . Once you access the website, enter "kellogg" as the user ID and "health" as the password .
Dental	Blue Cross Blue Shield 1-800-482-5980
Prescription Drug	Blue Cross Blue Shield 1-800-482-5980 Medco Health: (for home delivery) 1-800-903-8346 www.medcohealth.com
To Check Claims Status for Blue Cross Blue Shield	Blue Cross Blue Shield 1-800-482-5980 Health Care Benefits Online: www.hcbo.com
Mental Health/ Substance Abuse	ValueOptions: 1-800-997-4841
For General Assistance (If you've called the plan vendor first and were unable to receive answers to your questions)	Kellogg People Services Center (PSC) One Kellogg Square P.O. Box 3599 Battle Creek, Mich. 49016-3599 Toll-free: 1-877-454-7287 In Battle Creek: 269-660-7553 Fax: 269-961-3859 E-mail: people.services@kellogg.com Representatives are available: Monday, Tuesday, Thursday and Friday 9:00 a.m. - 6:00 p.m., Eastern time Wednesday 10:00 a.m. - 6:00 p.m., Eastern time After hours, please leave a message and your call will be returned the following business day. Representatives are not available for assistance on company holidays.

HEALTH & BENEFITS NEWS

Eating Right with Help from Kellogg

You told us you'd like to see more about new products. Here's the "scoop" on a few new smart and tasty choices.



THE WHOLE GRAIN YARDS: The *Pop-Tarts*® brand is going the distance to offer a winning source of whole grains and fiber, while keeping that famous *Pop-Tarts*® taste in the game. The stats are in: With 16 grams of whole grains (a full third of the recommended 48 grams we should eat every day), three grams of fiber and six vitamins and minerals, *Pop-Tarts*® Toaster Pastries with One Serving of Whole Grain are in a whole new ball game.

SWEET AND SMART: Our new *Special K Bliss*™ bars are reshaping the snack aisle and the waistline. At 90 calories per bar, this delicious chocolate-and-fruit duo helps consumers maximize their weight-management goals without minimizing good taste.



FIBER SPACE: *All-Bran*® cereal has gone even more fiber-friendly with its new Strawberry Medley cereal. Our new *All-Bran*® Fiber Bars and *All-Bran*® Fiber Drink Mix each feature a robust 10 grams of fiber per serving. The *All-Bran*® 10-Day Challenge encourages consumers to eat a serving of *All-Bran*® cereal every day for 10 days. With more vitamins and minerals than the average supplement, this new great-tasting, real food source is leading consumers everywhere to make room for fiber.

PROTEIN TO GO: Kellogg has filled the health and wellness aisle near grocery store pharmacies with its new *Special K₂O*® Protein Water and *Special K*™ Protein Meal or Snack bars. Consumers can now pick up their prescriptions and vitamins and an assortment of Kellogg Company's new protein-enhanced products in a one-stop shopping experience.



Share Your Retiree Tip and Receive a Special Coupon

Inquiring retiree minds want to know...how to fully enjoy their retirement, how to stay healthy, how to save money and other useful tips. If you have an experience you'd like to share, our retiree website has the opportunity to showcase your best tips and receive a discount coupon to use on Kellogg merchandise.

Each month, SeniorK.com offers a new Retiree Tip at www.seniork.com/retireetip.

The topics range from health care and nutrition to travel and social activities.

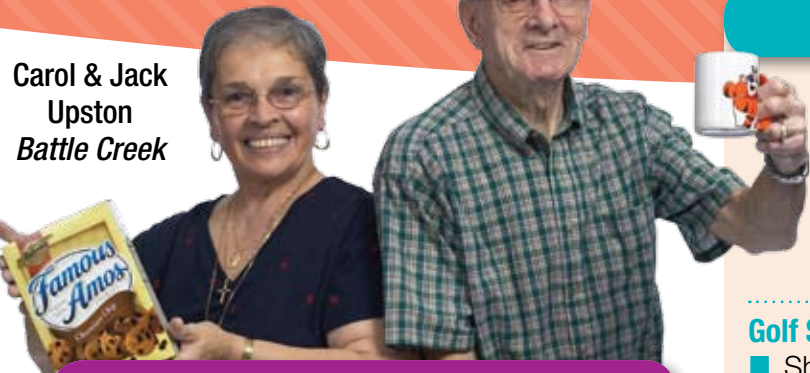
Three Kellogg retirees who recently shared suggestions are Sandi Nowicki, Battle Creek (*Connecting with Others, January*), Donald V. Worth, Sr., Bridgeport, Conn., (*Stay Active with a Best Friend, February*) and Otto Lieber, on behalf of Letha Lieber, Omaha (*Grandparents and College Giving, April*).

Starting in June and through December of 2008, retirees who submit a tip through the Senior K

website will receive a 10% discount coupon for merchandise purchased at the Kellogg's Store™, www.kelloggstore.com, during that time frame. Visit www.seniork.com/sharetips for more details!



Carol & Jack
Upston
Battle Creek



BATTLE CREEK

Annual Picnic – Wednesday, June 11

- Marshall Activity Center, Marshall, Mich.
- 11:00 a.m. social hour; 12:30 p.m. dinner
- Contact Bernard Jones at 269-963-6919

Kelpaco Reunion – Saturday, June 21

- Coldbrook Park, Blue Lake, Climax, Mich.
- 4:00 p.m. social hour;
5:00 p.m. potluck dinner
- Bring a dish to pass, table service and your beverage. Open to all IPU, Grain Millers and salaried retirees.
- Contact Gary Munger at 269-729-5463

Kellogg's 26th Corn Flake Classic – Friday, July 25

- Tomac Woods Golf Course
14827 26 1/2 Mile Road, Albion, Mich.
- 8:30 a.m. shotgun and 3:30 p.m. shotgun (Morning fills up quickly, so sign up now!)
- \$40 per player, \$160 per team
- Registration Deadline: July 18. Send check for \$160 (payable to Mike Cole), list of players' names and tee time preference to Mike Cole, 1315 Hobbs Road, Delton, Mich. 49046
- Contact Mike Cole at 269-721-8050

Christmas Gala – Wednesday, Dec. 10

- McCamly Plaza Hotel, Branson Ballroom, Battle Creek, Mich.
- 11:00 a.m. social time; 12:30 p.m. lunch

OMAHA

14th Annual Dinner – Tuesday, June 3

- German American Society
3717 S. 120th St., Omaha, Neb.
- 5:00 p.m.
- RSVP to Bob Waltermire at 402-393-5836

Golf Scramble – Friday, Aug. 15

- Shoreline Golf Course
- 9:00 am shotgun and 4:00 pm shotgun
- Sign up at the Kellogg Credit Union

Casino Trip – Aug. 19-20

- Leaves 8:00 a.m. on Tuesday; returns 6:00 p.m. on Wednesday
- Overnight bus trip to Meskwaki Casino in Tama, Iowa
- RSVP by July 9 to Bob Waltermire at 402-393-5836

Christmas Dinner – Thursday, Dec. 4

- German American Society
- 5:00 p.m.
- RSVP to Bob Waltermire at 402-393-5836 or Mary Weyant at 402-551-2588

DENVER KARE

Summer Picnic – Tuesday, Aug. 19

- Prospect Park and Recreation District, Arbor House, 14600 West 32nd Ave., Golden, Colo.
- 11:30 a.m. Please bring a dish to pass. Place setting and refreshments provided
- Contact Dorothy Swindt at 303-934-3780

Christmas Luncheon – Saturday, Dec. 20

- Denver West Marriott Hotel
- 11:30 a.m. to 3:00 p.m.
- Contact Dorothy Swindt at 303-934-3780

ELMHURST

Christmas Luncheon – Tuesday, Dec. 9

- Gaynor's Restaurant & Pub
- Medinah, Ill.
- Lunch 11:30 a.m.

Change in monthly meetings

- Meeting now on second Tuesday in February, April, June, August, October, December

MEMPHIS

Christmas Party – Tuesday, Dec. 9

- Zaman Grotto, 7818 Holmes Road E, Germantown, Tenn.
- 10:00 a.m. - Reservations required
- Contact Bob LeMay at 662-895-5355

SALES SOUTHERN REGION

Sales Retirees Reunion –

Thursday, Sept. 25-Sunday, Sept. 28

- Nashville, Tenn.
- Grand Old Opry, Dinner Cruise and more
- Contact Derek Stanley at dstansr@truvista.net
- Group has grown to include sales retirees throughout the U.S. Please join us.

SAN LEANDRO

Christmas Luncheon – Saturday, Dec. 13

- Dino's Restaurant, 3600 Castro Valley Blvd., Castro Valley, Calif.
- 1:00 p.m. no-host cocktails; 2:00 p.m. lunch
- Contact Virginia Sprott at 510-581-1387 or Diane Hussey at 925-229-0650

2008 SPECIAL EVENTS

Also posted online at www.SeniorK.com/calendar

Inside ... Company and Benefit News

Today's K Senior Edition™ is a publication for Kellogg U.S. retirees and their families.

This material is intended only to be an overview of the Kellogg benefit plans. Complete details about the plans are included in the summary plan description, plan documents and insurance contracts. If there are any discrepancies between this newsletter and the plan documents or insurance contracts, the plan documents and contracts will govern.

FUTURE OF THE PLANS (Hourly retirees): Kellogg, through the collective bargaining process, reserves the right to alter, amend, discontinue or terminate the plans described in this newsletter.

FUTURE OF THE PLANS (Salaried and non-union hourly retirees): Kellogg continues to maintain and reserves the right, at any time, to alter, suspend, discontinue or terminate all plans and programs described in this newsletter.

™ Kellogg Company © 2007 Kellogg Company

™, ERNIE KEEBLER, MA KEEBLER, CHEEZ-IT and other Keebler brands are trademarks of Elfin Equity Company L.L.C.



Kellogg Company
One Kellogg Square
Battle Creek, MI 49016

PRRST STD
U.S. POSTAGE
PAID
Kalamazoo, MI
Permit No. 313