



Fruit and Yogurt and Special K, Oh My!

Kellogg's Brings Breakfast Favourites Together In New Special K Fruit & Yogurt Flavour Cereal

Toronto, June 25, 2007 – Kellogg's* is giving Canadians a tasty new way to manage their shape with the launch of *Special K** Fruit & Yogurt Flavour cereal. Smooth yogurt and lively berry-flavoured clusters surrounded by crispy, whole grain and rice flakes create a delicious and wholesome cereal to enjoy as part of a nutritious breakfast, late night snack or anytime.

People who regularly eat breakfast have healthier body weights than those who skip breakfast. In fact, studies show that in both children and adults, eating cereal as part of a nutritious breakfast promotes a healthy weight.¹ When you choose a *Special K** breakfast – a serving of any flavour variant of *Special K** cereal with skim milk, fruit and coffee – you'll enjoy a satisfying meal with less than 250 calories.

"*Special K** Fruit & Yogurt Flavour cereal is a great-tasting new option for consumers committed to managing their weight," said Johanne Trudeau, Director of Nutrition and Consumer Affairs at Kellogg Canada. "It is often challenging to find the right balance between foods that taste great and foods that are good for you. With *Special K** Fruit and Yogurt Flavour cereal - a combination of crunchy whole grain goodness, delicious yogurt coated clusters and the sweet taste of berries - striking a balance is getting easier."

A three-quarter cup serving of the newest addition to the *Special K** family is 120 calories and a source of seven essential nutrients. *Special K** Fruit and Yogurt Flavour cereal is also trans fat free and low in saturated fat.

Other products in the *Special K** family include *Special K** Original, *Special K** Red Berries, *Special K** Vanilla Almond and *Special K** Chocolatey Delight cereals. *Special K** Fruit & Yogurt Flavour cereal is now available in grocery stores across Canada and is priced in line with other *Special K** flavour variants.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops** Raisin Bran, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, and *Froot Loops**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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ⁱ Rampersaud MS, Pereira MA, Girard BL, et al, Breakfast habits, nutritional status, body weight, and academic performance in children, *J Am Diet Assoc.* 2005; 105: 743-760.