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***KELLOGG'S FROSTED FLAKES® ANNOUNCES FIRST-EVER YOUTH ACHIEVEMENT  
AWARD WINNER***

*11-year-old Chicagoan Nichyria Byrd to receive recognition at ESPN ESPY Breakfast*

BATTLE CREEK, Mich., July 8, 2008 – Kellogg's Frosted Flakes® brand is pleased to announce the winner of the 2008 Youth Achievement Award, 11-year-old Nichyria Byrd of Chicago, Ill. As part of the *Earn Your Stripes™* initiative, Kellogg's Frosted Flakes® created the Youth Achievement Award to celebrate kids who get out and work hard by playing their favorite sport. Whether she's running with her teammates at Girls on the Run®, hustling on the basketball court, or performing with her school's dance team, Nichyria always shows respect, self-confidence and enthusiasm; she truly exemplifies the *Earn Your Stripes™* healthy and active lifestyle.

Nichyria will travel to Los Angeles, Calif. to accept the Kellogg's Frosted Flakes™ Youth Achievement Award at the ESPYs Breakfast on July 16, and will attend the award show hosted by Justin Timberlake that evening. The award honors a youth athlete, similar to how the ESPY Awards honor professional athletes.

"I was shy and not much of an athlete when I joined Girls on the Run two years ago," said Byrd.

"Running has taught me to respect myself and my teammates, and that I can do whatever I put my mind to. Now I try to pass that message along to other kids."

"Nichyria is dedicated to showing respect, one of the Five Golden Rules of Sportsmanship, and she inspires other kids to believe in themselves in order to accomplish their goals," said Roxanne Bernstein, Senior Brand Manager, Kellogg. "We are very proud of Nichyria and all of our

contest participants who help encourage kids to be active, eat right and live healthy lifestyles everyday.”

*Kellogg's Frosted Flakes*<sup>®</sup> partner organizations, Little League International, American Youth Soccer Organization, Girls on the Run International, and Pop Warner Little Scholars, selected four candidates based on essay submissions and one additional candidate was found through an online essay contest. *Kellogg's Frosted Flakes*<sup>®</sup> then created 60-second videos, called Award Shorts, featuring the five selected candidates playing their favorite sports and representing each of the Five Golden Rules of Sportsmanship: Play with a smile, Be a winner, Show respect, Be a good teammate, and Find good in the game. Nationwide, kids, friends and families voted online to choose the grand prize winner.

“Nichyria sends an important message to not just girls, but all kids, to be emotionally and physically healthy, support one another and, most of all, believe in yourself!” said Molly Barker, founder of Girls on the Run.

To view the Award Shorts, go to <http://espn.com/earnyourstripes>.

### ***Earn Your Stripes*<sup>™</sup>**

*Kellogg's Frosted Flakes*<sup>®</sup> cereal created the Earn Your Stripes<sup>™</sup> program to encourage kids to eat right, work hard and take their game to the next level. Earn Your Stripes<sup>™</sup> encourages kids to believe in themselves to overcome challenges, accomplish their goals and be their very best. As part of the Earn Your Stripes<sup>™</sup> program, *Kellogg's Frosted Flakes*<sup>®</sup> is also a national sponsor of Girls on the Run, AYSO, Pop Warner Little Scholars and Little League Baseball.

### ***About Kellogg Company***

With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, and meat alternatives. The company's brands include *Kellogg's, Keebler, Pop-Tarts, Eggo, Cheez-It, Club, Nutri-Grain, Rice Krispies, Special K, All-Bran, Mini-Wheats, Morningstar Farms, Famous Amos, Ready Crust* and *Kashi*. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company web site at [www.kelloggcompany.com](http://www.kelloggcompany.com).

### ***About Girls on the Run***

Girls on the Run is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. The program addresses all aspects of girls'

development, including their physical, emotional, mental and social well-being. Girls on the Run International is the parent organization of more than 160 Girls on the Run councils across the United States and Canada. For more information, visit the Girls on the Run International web site at <http://www.girlsontherun.org>.

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