



News Release
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Media Contact: Margaux Bergen
703.683.7807
margaux.bergen@unitedway.org

**United Way of America Honors Kellogg Company with the
20th Annual Spirit of America® Corporate Community Investment Summit
Award**

*– America’s Largest Charity Recognizes the Battle Creek, Mich. Company
For its Outstanding Fundraising and Volunteer Efforts –*

PITTSBURGH (May 17, 2007) – United Way of America (UWA) tonight honored the Kellogg Company with the 20th annual Spirit of America® Corporate Community Investment Summit Award for its generous support of the United Way’s fundraising and volunteer initiatives within local communities. The Corporate Community Investment Summit Award is one of four categorical Spirit of America accolades, which recognize United Way National Corporate Leaders (NCLs) for exceptional work in the areas of community investment, engagement and leadership. The awards were presented at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa.

“Kellogg Company’s rich history of corporate social responsibility and charitable efforts continues to expand each year, perpetuating a legacy of citizenship,” said UWA President and CEO Brian A. Gallagher. “It is a great honor to recognize the great strides the company, its employees and retirees have made to improve the lives of those living in Kellogg communities—from funding scholarships to promoting healthy lifestyle choices. Their corporate culture of giving is an inspiration to us all.”

UWA awarded Kellogg Company with the Corporate Community Investment Summit Award based on the generous contributions the company and its employees and retirees have made, such as Kellogg Care\$, a program that rewards employee and retiree volunteer efforts with financial contributions to participating nonprofits. In addition, Kellogg matches employee and retiree pledges to United Way dollar-for-dollar. The 2006 United Way campaign resulted in a nearly \$4.4 million donation that will benefit 24 communities. The company also has provided grants to support scholarship programs, health and wellness efforts and community initiatives. The combined

corporate, employee and retiree contributions have amounted to more than \$37 million in cash and \$116 million in products to charitable organizations worldwide in the last five years.

“The United Way’s recognition of our efforts is a great honor as we continue to challenge and inspire ourselves to make a stronger, lasting impact within the communities in which we live and work,” said David Mackay, chief executive officer, Kellogg Company. “We’re proud that Kellogg employees and retirees support and encourage the company’s investment in these communities with their generous contributions and volunteer efforts.”

The Summit Awards comprise four categorical awards within the Spirit of America Award program that recognizes the exceptional work of corporate partners in the areas of community investment, engagement and leadership. Award recipients were evaluated and selected based on their strength in promoting, volunteering, investing in, connecting with, advocating for, and partnering within their communities.

The Spirit of America program is open to any United Way National Corporate Leader (NCL), leading national and global corporations that partner with United Way to deliver positive results. Award recipients are judged by a panel of NCL peers and local United Ways.

In keeping with businesses’ renewed commitment to sustainable business practices, the 2007 Spirit of America awards – to be awarded in 2008 – will feature a new corporate social responsibility (CSR) component in addition to the traditional Spirit of America criteria. Categorical awards will evaluate the areas of: Sustainability/impact, Corporate, Workplace, and Volunteerism.

For more information on Spirit of America, NCL, and how corporations can get involved in their communities or partner with United Way of America, log on to unitedway.org/ncl/ or contact Amanda Ponzar at Amanda.ponzar@uwa.unitedway.org.

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About United Way of America

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: www.unitedway.org.