



**News Release**  
FOR IMMEDIATE RELEASE

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## **Kellogg Company wins United Way Summit Award for Corporate Philanthropy**

*-- America's Largest Charity Awards Prestigious Honor to Kellogg for Exemplary Work  
in Corporate Contributions --*

BALTIMORE (May 15, 2008) – At the 2008 United Way Community Leaders Conference today, [United Way of America](#) presented Battle Creek, MI-based [Kellogg Company](#) with a highly prestigious accolade – a [Summit Award](#) – to recognize the company's outstanding commitment to United Way and communities across the country.

“Kellogg is a strong champion of communities in every sense, from its long history of support of United Way to its commitment to volunteerism and significant food donations,” said United Way of America President and CEO Brian A. Gallagher. “United Way is proud to recognize such a socially responsible company.”

As part of their 100-year heritage of nutrition leadership, Kellogg partners with numerous organizations to provide funds, food and other resources to help improve people's lives, especially as it relates to nutrition, health and physical fitness. In 2007, Kellogg pledged \$4.7 million to United Way, benefiting 26 communities across the country. In fact, Kellogg accounts for more than half of United Way of Greater Battle Creek's annual campaign. In addition, more than 1,500 Kellogg volunteers participated in United Way Day of Caring service projects, doing everything from distributing fresh food for the hungry to collecting school supplies for underserved children to building homes. Since 2003, Kellogg has contributed more than \$40 million in cash and \$120 million in products to charitable organizations around the world.

“This Summit Award for Corporate Philanthropy recognizes the generosity of Kellogg people and their passion to be part of building stronger communities,” said David Mackay, chief executive officer, Kellogg Company. “We are proud of our partnership with United Way as we work together to address the most important issues in our communities.”

As part of the 2008 Spirit of America® Awards, now in their 21st year, the Summit Awards recognize [United Way National Corporate Leader](#) (NCL) companies that exhibit exceptional performance in:

- **Corporate Philanthropy** – strategic corporate philanthropy through overall corporate contributions including financial giving, expertise and in-kind gifts.
- **Community Investment** – exceptional involvement from senior management and employees in voluntarily giving to local communities through the workplace campaign and leadership giving.
- **Community Volunteerism** – outstanding companywide culture and demonstrated commitment to actively improve communities by mobilizing employees to volunteer.
- **Community Impact** – strategic partnership with United Way to create measurable, sustainable progress to improve lives and strengthen communities.

The Spirit of America Awards 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 within their communities.

For more information on Spirit of America, NCL and how corporations can get involved in their communities with United Way, please visit <http://national.unitedway.org/ncl/>, or contact Amanda Ponzar, Communications Director, at [Amanda.ponzar@uwa.unitedway.org](mailto:Amanda.ponzar@uwa.unitedway.org).

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#### **About United Way**

*United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).*

#### **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*

*18 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).*