



News Release FOR IMMEDIATE RELEASE	Media Contact: Sheila Consaul 703.683.7871 sheila.consaul@unitedway.org
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United Way of America Recognizes Kellogg Company as Recipient of Summit Award

-- *Kellogg Company Honored at 2006 United Way Community Leaders Conference* --

Denver, CO (May 18, 2006) – United Way of America (UWA) today honored **Kellogg Company** as a Summit Award recipient of its coveted Spirit of America[®] Award program, recognizing the company's outstanding commitment to improve lives in local communities. UWA recognized **Kellogg** at its national *United Way Community Leaders Conference* in Denver, Colorado as a Summit Award recipient for Employee Community Investment.

The Spirit of America[®] Awards program is United Way's highest tribute for corporate community involvement. Spirit of America and Summit Award recipients are judged on detailed criteria in four categories: Employee Community Investment, Corporate Community Investment, Community Leadership and Employee Community Engagement. The Spirit of America winner excels in each of these four categories. Summit Awards are presented to companies that excel in one or more of these areas.

Kellogg has a long history of corporate outreach that includes encouraging employees and retirees to be involved in the communities where they live and work. This commitment is communicated to employees year-round to build awareness for community needs and recognize employee and retiree efforts to address those needs. In 2005, nearly 200 employees companywide participated on committees to plan United Way campaign activities in 23 communities. In addition, more than 850 employees volunteered for Day of Caring activities. These volunteer opportunities provide a hands-on experience with the work of United Way. Throughout the year, Kellogg also supports United Way and United Way partners through blood drives, food and toy collections, disaster relief efforts and volunteer projects.

“**Kellogg** has done an outstanding job promoting support for United Way among its employees and the contributions they’ve made speak for themselves,” said UWA President and CEO Brian A. Gallagher. “Together, **Kellogg** and United Way can focus resources on the most pressing problems in local communities to change people’s lives for the better.”

“Our founder, W.K. Kellogg, instilled in our company a deep appreciation for the needs of others,” said Jim Jenness, Kellogg Company Chairman and Chief Executive Officer. “One hundred years later, that commitment is alive and well as our employees and retirees generously support our communities through United Way. This Summit Award is wonderful recognition of this partnership.”

United Way of America awarded its 19th annual Spirit of America Award – its highest honor for a company’s outstanding commitment to local communities – to Principal Financial. In addition to the Spirit of America Award, United Way presented Summit Awards to:

- DaimlerChrysler – Corporate Community Investment and Employee Community Investment
- Duke Energy – Employee Community Engagement
- General Mills – Corporate Community Investment and Employee Community Engagement
- Kimberly-Clark – Corporate Community Investment
- Microsoft Corporation– Employee Community Engagement
- Xcel Energy – Community Leadership

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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.