



## Celebrities May Have the Genes, But You Can Own Their Jeans

### Special K(R) Helps Women Get into Celebrity Jeans While Helping United Way

BATTLE CREEK, Mich., Sept 02, 2008 /PRNewswire via COMTEX News Network/ -- Long and lean, fit and flared, dark or distressed ... jeans come in endless styles and shapes, much like the women who wear them. Each pair is exceptional in its own way, but perhaps the most admired of all jeans are the ones worn by our favorite celebrities. Now, Kellogg's(R) Special K(R) is giving consumers a chance to own the ultimate in denim apparel: a pair of autographed, celebrity jeans.

Special K(R) recruited some of the hottest, most stylish celebrities to auction a favorite pair of jeans including jeans from Courtney Cox-Arquette, Virginia Madsen, Samantha Harris, Stacy Keibler, Trista Sutter, Gabrielle Anwar, Diane Neal, Kathy Griffin, Eva Longoria, Kimora Lee Simmons and Marcia Cross! All proceeds from the Special K(R) Celebrity Jeans Charity Online Auction will benefit United Way. Special K(R) is hosting the Celebrity Jeans Charity Online Auction in conjunction with its Special K(R) Drop a Jeans Size Challenge. Log on soon, the charity auction starts on eBay at 4 p.m. EDT, Sept. 2 and ends 10 days later at 4 p.m. EDT on Sept. 12, 2008. The URL for the auction is: [www.ebay.com/specialk](http://www.ebay.com/specialk).

Keep It Simple with Special K(R)

By participating in the Special K(R) Drop a Jeans Size Challenge, women can lose a jean size in just two weeks and get ready for fall fashions(1).

The Special K Challenge(TM) is a simple, great-tasting way to drop a jean size in two weeks. The Special K Challenge(TM) was developed in 2003 as a simple way to take the guesswork out of dieting by telling consumers to replace two meals with Special K(R) cereal followed by a sensible, balanced third meal for a period of two weeks.

"The simple Special K Drop a Jean Size Challenge is designed to meet women's active, busy lifestyles while taking the guesswork out of losing weight," said Jennifer Garrett Ph.D., director, nutrition marketing, Kellogg Company. "The broad variety of Special K products included in the Challenge helps prevent boredom and monotony normally associated with managing weight loss."

Looking Fabulous for a Good Cause

"We all see the pictures of Courtney Cox-Arquette and Stacy Keibler strutting their stuff in the hottest new denim and secretly we long for their jeans. Long no more -- the jeans can be yours," said Robert Verdi, style aficionado and Style Network star who has teamed up with Special K(R) as part of the charity auction and Special K Challenge(R) promotion. "Not only will you have a slimmer figure, thanks to the Special K Challenge(R), and autographed celebrity jeans, but you can feel great knowing that 100 percent of the proceeds from your celebrity jeans purchase are benefiting United Way."

Special K(R) offers participants a chance to have their weight loss be someone else's gain -- after dropping a jean size they can donate their old jeans to benefit United Way. Participants can donate their jeans in specially marked Special K(R) cereal boxes that convert into convenient mailers. By also including five Special K(R) tokens -- available for a limited time on specially marked Special K(R) products and a completed official order form, participants will receive a fashion t-shirt in Special K(R) "red" to complement their new, smaller jeans and fab figure. Losing weight and giving back, can it get any better?

"Kellogg is an incredible supporter of communities and local United Ways across the country," said Brian Gallagher, president and CEO, United Way of America. "We share their commitment to improving people's health and are proud to consider Kellogg one of our leading corporate partners."

Learn more about the promotion and about designing a victory plan by searching "Special K" at Yahoo!.

- (1) Consult your physician before starting any diet or exercise program. Average waist-circumference reduction when replacing meals with two cereal meals is 1.3 inches. Weight loss may vary.

## 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 United Way

United Way is a global network, including nearly 1,300 local organizations in the U.S. 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. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become part of the change. For more information about United Way, please visit: [LIVEUNITED.org](http://LIVEUNITED.org).

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