

Kellogg's®

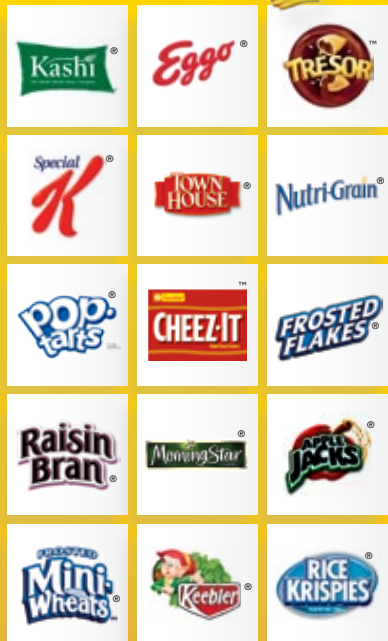
what people love...
inspires us.

People around the world love our foods, and we love delighting them with time-honored favorites and new, great-tasting, nutritious foods.



**A WORLD OF ICONIC BRANDS.
FOR EVERY TASTE,
EVERYWHERE**

With a portfolio ranging from iconic brands to local favorites, Kellogg's products are loved around the world.



**PEOPLE. PASSION. PRIDE.
INSPIRED PEOPLE INSPIRE
EXCELLENCE**

We have always recognized that the employees of Kellogg remain our most important resources, and that our success, now and in the future, is a result of their efforts. For this reason, we continue to invest in our workforce and in an environment that develops talent and rewards initiative and hard work.



**A CULTURE OF INNOVATION.
EXCITING PRODUCTS
CONSUMERS WILL LOVE**

Currently, our innovation calendar is strong across all products and categories—essential in a business where exciting new products drive top-line growth.

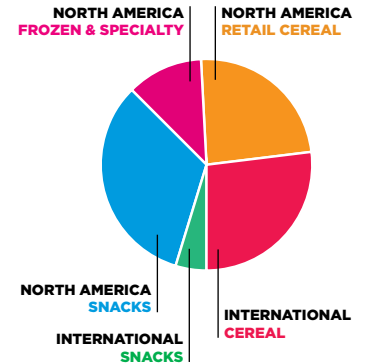




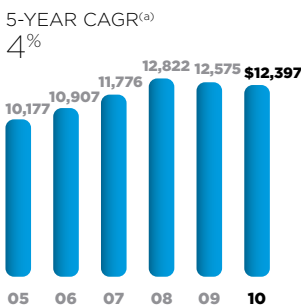
KELLOGG COMPANY FINANCIAL HIGHLIGHTS

DOLLARS IN MILLIONS, EXCEPT PER SHARE DATA	2010	2009	2008	2007	2006	2005	5-YEAR CAGR ^(a)
Net Sales	\$12,397	\$12,575	\$12,822	\$11,776	\$10,907	\$10,177	4%
Gross Profit as a % of Net Sales	42.7%	42.9%	41.9%	44.0%	44.2%	44.9%	
Operating Profit	\$1,990	\$2,001	\$1,953	\$1,868	\$1,766	\$1,750	3%
Net Income Attributable to Kellogg Company	\$1,247	\$1,212	\$1,148	\$1,103	\$1,004	\$980	5%
Basic per share amount	\$3.32	\$3.17	\$3.01	\$2.79	\$2.53	\$2.38	7%
Diluted per share amount	\$3.30	\$3.16	\$2.99	\$2.76	\$2.51	\$2.36	7%
Cash Flow (net cash provided by operating activities, reduced by capital expenditures) ^(b)	\$534	\$1,266	\$806	\$1,031	\$957	\$769	
Dividends Paid per Share	\$1.56	\$1.43	\$1.30	\$1.20	\$1.14	\$1.06	8%
Earnings per Share (diluted)	\$3.30	\$3.16	\$2.99	\$2.76	\$2.51	\$2.36	7%

2010 Net Sales
\$12.4 BILLION

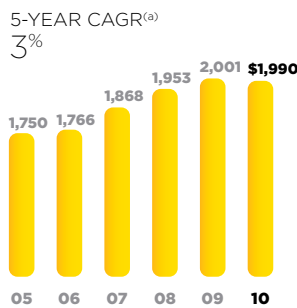


Net Sales



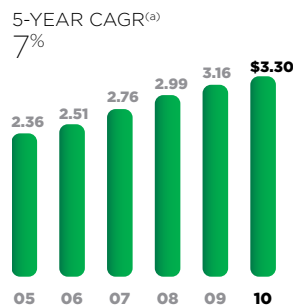
Our high quality, delicious foods, loved by consumers around the world generated net sales of more than \$12 billion in 2010.

Operating Profit



We maintained operating profit while continuing to invest in our business.

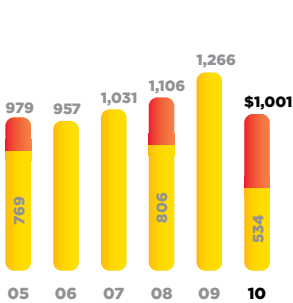
Earnings Per Share



2010 EPS increased 4% over 2009, the 9th consecutive year of growth.

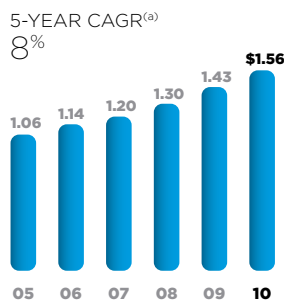


Cash Flow^(b)



Cash flow for 2010 was approximately \$1 billion before the impact of our \$467 million discretionary after-tax contribution to our pension funds, resulting in net cash flow of \$534 million. In 2005 and 2008, the Company made discretionary after-tax pension contributions of \$210 million and \$300 million, respectively.

Dividends



Dividends per share have increased 47% over the past 5 years.

NYSE ticker symbol:	K
World headquarters:	Battle Creek, Michigan
Web site:	kelloggcompany.com

Data as of January 1, 2011	
Employees:	=31,000
Shares outstanding:	366 million
Estimated annual dividend:	\$1.62
Market capitalization:	\$19 billion
Long-term credit rating:	A3/BBB+/A-

Investor Relations Contact
Kathryn C. Koessel, Vice President, Investor Relations
Kellogg Company, One Kellogg Square, Battle Creek, MI 49017
(269) 961-2800, investor.relations@kellogg.com
<http://investor.kelloggs.com>

Direct Stock Purchase Program—Initial investment only \$50

Note: Fiscal year 2008 includes a 53rd week.
(a) CAGR = compounded annual growth rate.

(b) Cash flow is defined as net cash provided by operating activities less capital expenditures. The Company uses this non-GAAP financial measure to focus management and investors on the amount of cash available for debt repayment, dividend distributions, acquisition opportunities and share repurchase. Refer to Management's Discussion and Analysis within the Form 10-K for reconciliation to the most comparable GAAP measure.

This fact sheet was designed to provide a brief overview of Kellogg Company. You can obtain a complete description of the Company, its operations and financial condition, including the Company's consolidated financial statements and annual reports by calling (269) 961-2800 or accessing <http://investor.kelloggs.com>.

This fact sheet may contain forward-looking statements, reflecting management's expectations regarding future events and operating performance and speaks only as of January 1, 2011. These forward-looking statements involve a number of risks and uncertainties. A list of the factors that could cause actual results to differ materially from those expressed in, or underlying, our forward-looking statements are detailed in the Company's annual (10-K) and quarterly (10-Q) reports filed with the Securities and Exchange Commission. This fact sheet should not be construed as an offer to buy or sell securities.