

**DLB DRAFT:
Global Response to Customers & Consumers
Threat of H1N1 Flu
8/25/09**

Kellogg Company has created a Pandemic Crisis Management Plan to address the threat of a pandemic incident in all markets of the world where we produce and distribute our products. The overriding purpose of the Plan is to provide the best protection possible to our employees and to also protect the integrity and availability of our products.

Through CDC, WHO and other regulatory agencies, we are actively monitoring the developments regarding the H1N1 Flu Virus and will adjust our Plan as needed.

We appreciate your faith in our products and services as we continue to monitor this evolving situation. Our highest priorities are the safety of our employees and the continued, reliable availability of Kellogg products to our valued customers and consumers around the world.