

A Responsible Approach



Kellogg's long-standing commitment to breakfast nutrition

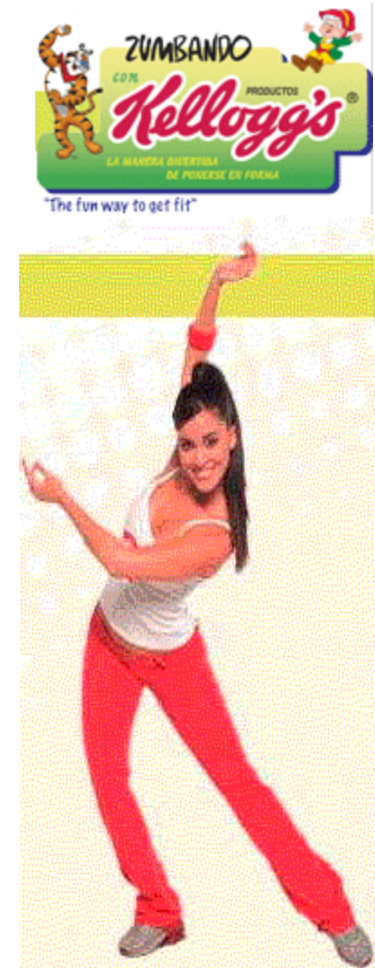
- **Children who eat ready-to-eat cereal have lower BMIs**
- **Nutrition adequacy is improved when ready-to-eat cereal is eaten**
- **On average, most Kellogg products are between 120-300 calories per serving**



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Marketing/Initiatives To Promote a Healthy Lifestyle



Zumba

A Responsible Approach



Our commitment to:

- **Choice**
- **Programs/Messaging for Healthy Lifestyles**
- **Responsible Marketing**
- **Nutrition Education**
- **Partnership for Solutions**

