



Kellogg Company
Financial News Release

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KELLOGG COMPANY TO WEBCAST PRESENTATION AT 2016 CAGNY CONFERENCE

BATTLE CREEK, MICH. – January 29, 2016 – Kellogg Company (NYSE: K) will webcast its presentation to the 2016 Consumer Analyst Group of New York Conference live at 8:00 am EST, Wednesday, February 17, 2016.

Speaking on behalf of Kellogg Company will be John Bryant, chairman and chief executive officer; Ron Dissinger, chief financial officer; and Paul Norman, president Kellogg North America.

- Presentation Slides: Printable slides will be available beginning at approximately 7:00 am EST on Wednesday, February 17 at <http://investor.kelloggs.com>.
- Live Webcast: Live audio webcast with on-screen slides will be available at 7:45 am EST, February 17 at <http://investor.kelloggs.com>.
- Replay Webcast: Available beginning at about 12:00 pm EST on Wednesday, February 17 and remaining for one year at <http://investor.kelloggs.com>.
- Podcast: Available beginning at about 5:00 pm EST on Wednesday, February 17 and remaining for 90 days at <http://investor.kelloggs.com>.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2014 sales of approximately \$14.6 billion, Kellogg is the world's leading cereal company; second largest producer of cookies and crackers; a leading producer of savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg's®, Keebler®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.