



Kellogg Company

Financial News Release

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Kellogg Company Sets Date for 2016 Fourth Quarter and Full-Year Financial Results Conference Call / Webcast

BATTLE CREEK, MICH. – January 17, 2017 – Kellogg Company (NYSE: K) plans to issue its 2016 fourth quarter and full-year financial results at approximately 8:00 am EST on Thursday, February 9, 2017.

Please note that the company is changing its distribution method for releasing financial results starting with its 2016 fourth quarter and full year financial results. As in the past, complete documents will be posted to the company website at <http://investor.kelloggs.com>. However, the full earnings release will not be published over the newswire. Documents available on our website at 8:00 am EST will include all financial tables, management discussion narrative, GAAP reconciliations, and presentation slides.

The company will also host a public conference call / webcast during which Kellogg executive management will review and discuss these results. Speaking on behalf of Kellogg Company will be John Bryant, Kellogg Company chairman and chief executive officer, Ron Dissinger, chief financial officer and Paul Norman president Kellogg North America. A question and answer session with analysts and investors will follow. A transcript of the conference call will be posted on the company website within 24 hours of the event.

Live Conference Call

Date: Thursday, February 9, 2017

Time: 9:30 am – 10:30 am EST

Teleconference Number: (855) 209-8258 in the U.S.
(412) 542-4104 outside the U.S.

Dial-in available beginning at 9:15 am EST, no access code needed.

Presentation Slides: Printable slides available at approximately 8:00 am EST on Thursday, February 9, at <http://investor.kelloggs.com>.

Webcast: Live audio webcast with or without slides is available at <http://investor.kelloggs.com>.

Participation by the press in the live Q&A session is in a listen-only mode.

Rebroadcast

Webcast: Available beginning at 1:00 pm EST Thursday, February 9, and for at least 90 days thereafter at <http://investor.kelloggs.com>.

Podcast: MP3 audio file (podcast) available for download beginning at about 1:00 pm EST on Thursday, February 9, at <http://investor.kelloggs.com>.

Telephonic: Available beginning at 1:30 pm EST Thursday, February 9, until 11:00 pm EST Tuesday, February 16, 2017.

(877) 344-7529 in the U.S., access code # 10099566

(412) 317-0088 outside the U.S., access code # 10099566

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2015 sales of approximately \$13.5 billion, Kellogg is the world's leading producer of cereal, second largest producer of cookies and crackers, and a leading producer of savory snacks and frozen foods. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, 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.

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