



SNAP, CRACKLE, AND POP!* GO VANILLA
~ *Rice Krispies** Gives Kids a Delicious New Way to Start the Day off Right ~

Toronto, March 20, 2007 – Kellogg's is adding a tasty new flavour to a breakfast classic with the launch of *Rice Krispies** Vanilla Flavour cereal. Moms will like that it is still made with the wholesome goodness of rice, and kids will love the yummy smell and great taste.

"*Rice Krispies** Vanilla Flavour cereal is a delicious and nutritious choice that moms and their kids can enjoy together while starting their day with a nutritious breakfast," said Johanne Trudeau, Director of Nutrition and Consumer Affairs at Kellogg Canada. "It's a source of six essential nutrients including iron, which is necessary for children's growth and development. And with the delicious flavour of vanilla in every spoon, it has a taste that kids will love."

Moms have been making *Rice Krispies** cereal a part of their breakfast tradition since 1928. And true to the original, one serving of *Rice Krispies** Vanilla Flavour cereal is an excellent source of iron, thiamin, niacin, and vitamin B6, contains no artificial colours and is trans fat free.

"We know that starting the day with a nutritious breakfast is very important. Children who eat breakfast perform better at school," said Johanne Trudeau. "Moms also know that sometimes it can be a struggle to get kids to eat healthy foods. *Rice Krispies** Vanilla Flavour offers moms a real solution because it tastes great, so kids will actually eat it."

Not only is it perfect for breakfast but parents and kids can still have fun making much-loved *Rice Krispies Squares** with new *Rice Krispies** Vanilla Flavour cereal. Simply leave out the vanilla extract in the original recipe and mix remaining ingredients as usual. The vanilla flavour in the cereal will add the same sweet aroma to the recipe.

For more simple recipe ideas using *Rice Krispies** or *Rice Krispies** Vanilla Flavour cereal, visit the newly re-designed www.ricekrispies.ca. It's chock-full of imaginative desserts and creative alternatives to everyday meals that make it easy for families to spend quality time together in the kitchen. It also includes great party planning ideas for parents and fun games and activities for kids.

*Rice Krispies** Vanilla Flavour cereal will be available in grocery stores across Canada in May 2007 and has a suggested retail price of \$5.29 per 530g/box.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's Two Scoops** Raisin Bran, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, and *Froot Loops**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

* © 2007, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.

For further information, please contact:

Diane Bellissimo
Kellogg Canada
(905) 290-5237
diane.bellissimo@kellogg.com

Karen McCullough / Sandra Da Silva
APEX Public Relations
(416) 924-4442 x 257 / 245
kmccullough@apexpr.com / sdasilva@apexpr.com