



*Create Holiday Traditions in the Kitchen with Kellogg's
Rice Krispies Offers Festive Recipes and Shape Makers In-Pack*

Toronto, November 16, 2007 – With the festive season right around the corner, Kellogg's is helping Canadians ease into the holiday spirit with simple and delicious recipes using trusted family-favourite *Rice Krispies** cereal. This holiday season, one of three collectable, premium shape makers - a candlestick, a bell and a snowman - will also be randomly inserted into specially marked packages of *Rice Krispies** cereal, *Rice Krispies** Vanilla flavoured cereal, as well as special edition boxes of *Holiday Froot Loops** and *Holiday Rice Krispies** cereal for a limited time only while quantities last.

“Some of our fondest holiday memories come from spending quality time in the kitchen,” said Christine Lowry, Vice President of Nutrition and Corporate Affairs. “Kellogg's is making it easier for parents and kids to create new traditions this holiday with delicious seasonal recipes that are great for gifts, perfect for parties and enticing as entrees for the whole family.”

The festive coloured shape makers will make it easy for kids to get involved and enjoy the rewards of gift giving. Fun holiday recipe ideas using the shape makers are featured on the back panel, great for creating personalized presents for friends or enjoying at home with family. Plus, *Holiday Rice Krispies** and *Holiday Froot Loops** cereal – available in green and red – add a festive touch to any recipe. Boxes are now available in grocery stores across Canada.

Three more reasons to spend time in the kitchen with family this holiday season:

- While many people have time off in December, the majority of us spend it at a busy mall running errands and buying presents. Making gifts, party snacks and delicious appetizers in the kitchen instead means more time can be spent with family creating lasting memories and traditions. Encourage kids to pick their favourite holiday recipes and help prepare them, while sharing memorable stories from holidays past. Then have a fun evening together enjoying the treats you've made with friends and family.

- Creating gifts in the kitchen is a good way for kids to learn about the true spirit of the holiday season and understand the rewards of adding their personal touch to gift giving. They'll have a wonderful time seeing their creation come together and will be able to personalize the presents through decoration or ingredients in a way just not possible with something store-bought.
- It's fun! Kids will love getting their hands dirty and can enjoy seeing the reaction when the receiver opens their personalized gift and can't resist taking a bite!

The Rice Krispies website, www.ricekrispies.ca, contains a number of delectable and simple seasonal recipes that the whole family can enjoy plus great gift ideas. The site is also full of imaginative desserts and creative alternatives to everyday meals that make it easy for families to spend quality time together in the kitchen. Additionally, visitors will find great party planning ideas and fun games and activities for kids.

Don't forget that *Rice Krispies** is still great for breakfast. *Rice Krispies** and *Rice Krispies** Vanilla flavour cereal are made with the wholesome goodness of rice. One serving of *Rice Krispies** or *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.

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 the importance of a balanced diet and physical activity 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.

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