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**HIT THE DAY'S RESET BUTTON – KELLOGG'S® CINNABON® SNACK BAR
AND 60 SECONDS ARE ALL YOU NEED**

*New Wholesome Snack Bars Offer a Surprisingly Indulgent Departure from
Consumers' Daily Routine*

BATTLE CREEK, Mich., July 16, 2009 – The madness of consumers' busy lives just got surprisingly more rewarding. Thanks to new *Kellogg's® Cinnabon® Snack Bars*, the indulgent flavor of Cinnabon® has been captured in a wholesome snack bar, giving consumers an unexpectedly indulgent treat to enjoy during even the most hectic times.

With 92 percent of Americans looking to “take a break” from their daily routine¹, people need to relax and recharge, even if it's brief.

“Finding time to treat the ‘you’ in yourself is important to maintaining a balanced life, especially during hectic times like these,” says Stephanie Marston, lifestyle expert, speaker and accomplished author on topics surrounding life-balance techniques. “These snack bars are a perfect example of a simple way to cut through a busy day with a moment of relaxation.”

Kellogg's® Cinnabon® Snack Bars offer a chance to momentarily hit the reset button and enjoy a surprisingly indulgent, wholesome snack. *Kellogg's® Cinnabon® Snack Bars* can also be enjoyed warm by heating just a few seconds in the microwave, sending the unforgettable smell of cinnamon throughout your home or office and heightening the enjoyment of the snacking experience. While they taste delicious, including a rich, flavorful filling and sweet icing, each bar is 150 calories, so they can easily fit into a balanced and healthful eating style.

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¹Penn Shoen & Berland Associates Public Opinion Survey (March 24, 2009)

Cinnaminutes – Simple Tips for a Quick Break

To help consumers identify even more ways to treat themselves to a quick break, Marston and the *Kellogg's® Cinnabon® Snack Bar* team developed 60 Cinnaminutes – simple ways to step back from the day in one minute or less. These short breaks can be enjoyed between meetings, waiting to pick up the kids or on the way to the next appointment.

Some of the quick-to-do, stress-relieving *Kellogg's® Cinnaminutes* include singing at the top of your lungs to your favorite song, reflecting on an enjoyable memory of your family or smelling something refreshing like lavender.

“These Cinnaminutes show that even taking a simple minute out of your day to reward yourself helps create a sense of balance and relief in your life,” Marston said.

The full list of *Kellogg's® Cinnaminutes* can be found at the *Kellogg's® Cinnabon® Snack Bar* fan page at www.KelloggCinnaminutes.com.

Kellogg's® Cinnabon® Snack Bars are available in two flavors - Original and Caramel. Find the new *Kellogg's® Cinnabon® Snack Bars* at your local grocer. More information about *Kellogg's® Cinnabon® Snack Bars* is available at www.kelloggs.com.

About Kellogg Company

With 2008 sales of nearly \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The Company's brands include *Kellogg's®*, *Keebler®*, *Pop-Tarts®*, *Eggo®*, *Cheez-It®*, *All-Bran®*, *Mini-Wheats®*, *Nutri-Grain®*, *Rice Krispies®*, *Special K®*, *Chips Deluxe®*, *Famous Amos®*, *Sandies®*, *Bear Naked®*, *Kashi®*, *MorningStar Farms®*, *Gardenburger®* and *Stretch Island®*. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries. For more information, visit www.kelloggcompany.com. Kellogg Company's Corporate Responsibility report including its approach, progress and future direction in the marketplace, workplace, environment and community can be found at www.kelloggcompany.com/CR. For information on Kellogg Company's commitment to nutrition, visit www.kelloggsnutrition.com.

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About Cinnabon, Inc.

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 775 franchised locations worldwide, primarily in High-traffic venues such as shopping malls, airports, train stations, and travel plazas. For information about Cinnabon, please visit www.cinnabon.com.

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