

Kellogg Company Announces Precautionary Hold on Austin and Keebler Branded Peanut Butter Sandwich Crackers

FOR IMMEDIATE RELEASE -- Battle Creek, MI -- January 14, 2009 -- Kellogg Company today announced it has taken the precautionary measure of putting a hold on Austin® and Keebler® branded Toasted Peanut Butter Sandwich Crackers, Peanut Butter and Jelly Sandwich Crackers, Cheese and Peanut Butter Sandwich Crackers, and Peanut Butter-Chocolate Sandwich Crackers.

FDA and other regulatory agencies have indicated that Peanut Corporation of America (PCA) is the focus of their investigation concerning a recent Salmonella outbreak thought to be caused by tainted peanut butter. PCA is one of several peanut paste suppliers that the company uses in its Austin® and Keebler® branded peanut butter sandwich crackers.

Kellogg Company's investigation has not indicated any concerns, nor has the Company received any consumer illness complaints about these products. Nonetheless, Kellogg Company is taking precautionary measures including putting a hold on any inventory in its control, removing product from retail store shelves, and encouraging customers and consumers to hold and not eat these products until regulatory officials complete their investigation of PCA and Kellogg provides further information as to the resolution of this issue.

"Consumer health and safety is our top priority," said David Mackay, president and CEO, Kellogg Company. "We are taking these voluntary actions out of an abundance of caution."

While no additional consumer action is necessary at this time, consumers with questions or who would like a product refund can call the Kellogg Consumer Response Center at 888-314-2060.