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1:48p **BREAKING**

DOW	+32.20	NASDAQ	+20.96	S&P 500	+6.22
12,611.15	+0.26%	2,790.60	+0.76%	1,314.26	+0.48%

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**JEFF REEVES**  
**3 cheap stocks to snap up**  
Cheap stocks can be ugly investments that will whipsaw you with volatility. Some low-price shares, however, are indeed screaming bargains.

PRESS RELEASE

Jan. 13, 2012, 1:16 p.m. EST

## Kellogg's® and Action for Healthy Kids® Announce Share Your Breakfast(TM) Grant Recipients for 2011-2012 School Year

### Breakfast Leader and Charity Set One Million School Breakfast Goal for New Campaign and Rally Americans to Join the Effort



BATTLE CREEK, Mich., Jan. 13, 2012 /PRNewswire via COMTEX/ -- Kellogg's® and Action for Healthy Kids® today announced winners of nearly 100 Share Your Breakfast(TM) grants to schools across the country. Awarded for the 2011-2012 school year, the grants provide recipient schools with the funds necessary to manage and support innovative breakfast programs, which are especially important at a time when many schools are struggling with budget cuts.

"At Kellogg's we know a great breakfast can lead to a great day. That is why we have partnered with Action for Healthy Kids to help increase participation in schools' breakfast programs across the country," said Doug VanDeVelde, Kellogg SVP of marketing and innovation-ready-to-eat cereal. "The Share Your Breakfast campaign allows all of us to join together to give more kids a chance to start their day with the nourishment they need to reach their potential."

Studies show that breakfast can help kids improve their academic performance - improving behavior, reducing absences and tardiness and increasing focus and physical performance[1]. As a matter of fact, cereal with milk is the leading source of 10 nutrients in the diets of U.S. children (vitamins A, B6, B12 and D; riboflavin; niacin; folate; iron; zinc; and thiamin).[2] Yet, one in five children in the United States live in homes where food is not always available,[3] meaning they don't always have access to this important meal.

Now through March 31, 2012, Americans can join the Kellogg's Share Your Breakfast campaign to share one million breakfasts in the upcoming school year and help ensure that school children have access to proper nutrition.[4]

As part of this year's Share Your Breakfast campaign, people can "share" their breakfast at [www.facebook.com/kelloggs](http://www.facebook.com/kelloggs), redeem in-pack coupons for \$5 off breakfast or post a description of their breakfast on Twitter with #ShareUrBreakfast. Each "share" will help Kellogg's get one step closer to the goal of providing one million breakfasts to children in need.[5]



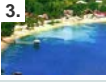

Share Your Breakfast Grant Recipients: 2011-2012 School Year:

Share Your Breakfast grants provide funding directly to schools through Action for Healthy Kids, the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment.

"Hundreds of schools applied for the Share Your Breakfast grants in 2011, which demonstrates the critical need for this type of school program," said Rob Bisceglie, executive director of Action for Healthy Kids. "We're grateful Kellogg's has stepped up to the plate again to help us further our mission of ensuring kids have access to nutritious breakfasts."

- Kellogg's Share Your Breakfast Grant Recipients: 2011-2012 School Year
- Alaska: Matruska-Susitna Borough School District (Palmer)
  - Arizona: Peoria United School District (Peoria), Phoenix Elementary School District (Phoenix)
  - California: Conoga Park School District (Canoga Park), El Monte Union High School District (Rosemead), Palo Verde Unified School District (Blythe)
  - Colorado: Adams County Westminster School District (Westminster), Weld Country District 6 (Greely)
  - Connecticut: Putnam School District (Putnam)
  - Florida: Osceola School District (Kissimmee)
  - Georgia: Bibb County School District (Macon)
  - Iowa: Council Bluffs Community School District (Council Bluffs)
  - Idaho: Post Falls School District (Post Falls)
  - Illinois: East Richland Community Unit District No. 1 (Olney), JS Morton High School District 201 (Cicero)

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5. INDICATIONS

- Kentucky:	Bath School District (one school), Bellevue School District (Owingsville), Perry County School District (Ary, Busy, Buckhorn, Combs, Happy, Hazard, Krypton, Leatherwood, Viper)
- Louisiana:	Monroe City Schools (Monroe), St. Tammany Parrish School District (Covington)
- Michigan:	Jackson Public Schools (Jackson, Summit Township, Cascade)
- Minnesota:	Hopkins Public Schools (Hopkins), Tracy Area Public School District (Tracy)
- Missouri:	Kennett #39 School District (Kennett)
- Nebraska:	Lincoln Public Schools (Lincoln), Educational Service Unit 10 (Ord)
- New Jersey:	Roselle Borough School District (Roselle), Jersey City School District (Jersey City)
- Ohio:	Norwood City Schools (Norwood)
- Pennsylvania:	Philadelphia School District (Philadelphia)
- Rhode Island:	Providence School District (Providence)
- South Carolina:	Kershaw School District (Elgin)
- South Dakota:	Enemy Swim Day School District (Waubay)
- Tennessee:	Coffee County Schools (one school), Maury County School District (Mount Pleasant), Polk School District (Benton)
- Texas:	Denton Independent School District (Denton), Dallas Independent School District (Dallas, Bryan, Carrollton), La Porte ISD (La Porte)
- Utah:	Alpine School District (American Fork)
- Wisconsin:	Menomonie Area School District (Menomonie), Montello School District (Montello)

To see the power of breakfast in action, visit [www.Kelloggs.com/ShareYourBreakfast](http://www.Kelloggs.com/ShareYourBreakfast) . To learn more about the benefits of breakfast, visit [www.Kelloggs.com/LoveYourCereal](http://www.Kelloggs.com/LoveYourCereal) .

#### About Kellogg Company

For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, 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. Kellogg Company's beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, All-Bran®, Mini-Wheats®, Nutri-Grain®, Rice Krispies®, Special K®, Chips Deluxe®, Famous Amos®, Sandies®, Austin®, Club®, Murray®, Kashi®, Bear Naked®, Morningstar Farms®, Gardenburger® and Stretch Island®. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit [www.kelloggcompany.com](http://www.kelloggcompany.com) .

#### About Action for Healthy Kids®

Action for Healthy Kids® ( [www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org) ) is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places so our kids can learn to eat right, are active every day and ready to learn. Nationwide, the school-based, grassroots efforts of our 20,000+ volunteers are supported by a collaboration of more than 70 organizations, corporations and government agencies. In the 2009-10 school year, Action for Healthy Kids® volunteers and programs reached 4.5 million students in 9,200 schools.

[1] Rampersaud GC, Pereira MA, Girard BL, Adams J, Metz J. Breakfast habits, nutritional status, body weight, and academic performance. J Am Diet Assoc. 2005;105:743-760.

[2] NHANES, 2003-2006.

[3] United States Department of Agriculture. Household Food Security in the United States, 2009.

[4] Each time you share, Kellogg will donate the monetary equivalent of school breakfasts. Kellogg will donate up to \$200,000- the equivalent of one million school breakfasts shared. Program ends 4/15/2013. ©, TM, ® 2012 Kellogg NA Co.

[5] Kellogg will donate up to \$200,000 - the equivalent of one million school breakfasts.

SOURCE Kellogg Company

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