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**FIRST-EVER U.S. OLYMPIC ICE DANCING GOLD MEDALISTS MERYL DAVIS AND CHARLIE WHITE TO BE
FEATURED ON SPECIAL-EDITION BOXES OF KELLOGG'S® CORN FLAKES®**

Team Kellogg's™ Team USA™ Olympic Champions Bring Home More Than Gold From Sochi

BATTLE CREEK, Mich., February 18, 2014 – After U.S. Olympic ice dancers Meryl Davis and Charlie White's record-breaking gold medal win at the Sochi 2014 Olympic Winter Games – the first gold in the event for a U.S. ice dancing team – *Kellogg's*® announced today that the pair will be featured on special-edition boxes of *Kellogg's Corn Flakes*®. Davis and White finished with a combined score of 195.52, earning a 78.89 in the short dance and 116.63 in the free dance – both world records.

"We're so proud of Meryl and Charlie – their great start together on an ice rink in Michigan has truly led to great things," said Noel Geoffroy, senior vice president, Marketing & Innovation for Kellogg U.S. Morning Foods. "Over the course of the last few days, we have all watched Meryl and Charlie wow the world with their incredible ice dancing prowess. As has become the tradition, we at Kellogg wanted to show our support by capturing the image of their historic win on the front of *Corn Flakes* boxes."

"Charlie and I have finally reached our goal of winning a gold medal for Team USA," said Davis. "*Kellogg's* was always part of my childhood, so it's exciting to be pictured on a *Kellogg's* box. It's such an awesome reminder of what we've achieved thanks to our great starts."

"Our great start helped us reach our full potential, and this gold medal represents everything we've worked for," said White. "Meryl and I are proud to have brought home a win for our country and *Team Kellogg's*, and to see our faces on the front of a *Corn Flakes* box is just surreal."

With only 1,000 featured boxes being produced, this collectible item will be available beginning Feb. 24 for a limited time, for members of the [Kellogg's Family Rewards](#) program exclusively. Fans can visit [KelloggsFamilyRewards.com](#) for information about how to become a member and redeem *Kellogg's* product codes for their very own collectible box while supplies last. You can also view Davis and White's Start Story video, "Destiny," available at kelloggs.com/teamusa, to learn more about their journey toward the Sochi Games.

Suggested Tweets:

- [Click to tweet:](#) Olympic Gold Medalists @Meryl_Davis and @CharlieAWhite to be featured on special-edition boxes of Kellogg's Corn Flakes #greatstarts
- [Click to tweet:](#) Get your own @Meryl_Davis & @CharlieaWhite special-edition Corn Flakes box at KFR.com starting Feb 24th!

Kellogg Company and USOC Relationship Continues

Dating back to 1976, Kellogg Company has a long history of helping athletes start the day off right through its support of the United States Olympic Committee. Looking forward, Kellogg is proud to support the U.S. Olympic and Paralympic Teams for the 2014 and 2016 Games, as well as Team USA athletes at the 2015 Pan American and Parapan American Games. Kellogg products are available to Team USA athletes at all U.S. Olympic Training Centers in Colorado Springs, Colo., Lake Placid, N.Y., and Chula Vista, Calif.

Kellogg Company “Breakfast For Better Days”

Kellogg’s ‘Give A Great Start’ initiative is part of the company’s *Breakfasts for Better Days™* commitment to provide 1 billion servings of cereal and snacks – more than half of which are breakfast – to children and families in need around the world by the end of 2016.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of \$14.8 billion and more than 1,600 foods, Kellogg is the world’s leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands – Kellogg’s®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more – nourish families so they can flourish and thrive. Through our Breakfasts for Better Days™ initiative, we’re providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany.

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