



Media Hotline

Kellogg company

269-961-3799

Media.hotline@kellogg.com

Adrian Villalpando

312-240-2625

Adrian.Villalpando@krispr.com

**KELLOGG'S® CELEBRATES TEAM USA'S JAMIE ANDERSON WITH
GOLD MEDAL EDITION CORN FLAKES® BOX**

Commemorate Anderson's Olympic Winter Games Win with Time Honored Kellogg's® Tradition

Battle Creek, Mich., Feb. 28, 2018 — *Kellogg's®* has announced that Team USA snowboarder Jamie Anderson will be featured on Gold Medal Edition boxes of *Corn Flakes®* following her Gold Medal win at the Olympic Winter Games PyeongChang 2018. Boxes are available in limited quantities for a short time only on KelloggsFamilyRewards.com.

"I am so stoked to be on a Gold Medal Edition Corn Flakes box," said Anderson. "Growing up, you dream about being featured on a cereal box and to see it actually happen is unreal."

"It's amazing to welcome Jamie to the *Team Kellogg's™* family and celebrate her two medals with our favorite gamestime tradition," said Sam Minardi, director, brand marketing, Kellogg Company. "Now, her *Corn Flakes* box will always be connected with the two medals she won for Team USA in PyeongChang."

Anderson's Gold Medal Edition *Corn Flakes* cereal box is available on KelloggsFamilyRewards.com, while supplies last. Fans can visit KelloggsFamilyRewards.com for information about how to become a member and order a collectible box.

Visit www.kelloggsfamilyrewards.com to get your own Gold Medal Edition *Corn Flakes* box, follow @KelloggsUS for more updates, and share what drives you to tackle each day with #GetsMeStarted.

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands – Kellogg's®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Special K®, Rice Krispies®, Eggo®, Mini-Wheats® and more – that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of savory snacks; and a leading North American frozen foods company. And we're a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our Breakfasts for Better Days global purpose platform. To learn more, visit www.KelloggCompany.com or www.OpenforBreakfast.com and follow us on Twitter @KelloggCompany, YouTube and on our Social K corporate blog.