

**FOR IMMEDIATE RELEASE**

**Contact:** Jenny Enochson  
Kellogg Company  
616/961-3799

**KELLOGG ENTERS STRATEGIC ALLIANCE WITH MAMMA SEZ INC.  
--Kellogg's Specialty Channel Division to Sell Mamma Says Biscotti--**

BATTLE CREEK, Mich. – Kellogg (NYSE: K) announces that its Specialty Channels Division (KSCD) it has entered into a strategic alliance with Mamma Sez Inc., maker of *Mamma Says* Biscotti. The alliance, effective January 2005, provides KSCD with an opportunity to grow incremental sales by giving the company exclusive rights to sell, market, and distribute the *Mamma Says* line of biscotti. The partnership combines the biscotti expertise of Mamma Sez, with the KSCD sales, marketing and distribution capabilities.

“We are extremely excited about the strategic alliance with Kellogg Specialty Channels Division. This allows us to leverage the Kellogg sales and distribution system to further develop our current loyal customer base,” said Jason Cohen, executive vice president of Mamma Sez, Inc. According to David Pfanzelter, president of Kellogg Specialty Channels Division, “This alliance further strengthens our commitment to meeting customers needs in grain based foods as well as their desire for one-stop shopping solutions within the cookie category.”

Kellogg will market a complete line of *Mamma Says* biscotti in a number of pack sizes and flavors. The alliance will also be utilized to fill specific product needs for select customers.

With 2003 sales of nearly \$9 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, frozen waffles and meat alternatives. The company's brands include *Kellogg's*, *Keebler*, *Pop-Tarts*, *Eggo*, *Cheez-It*, *Nutri-Grain*, *Rice Krispies*, *Murray*, *Austin*, *Morningstar Farms*, *Famous Amos*, *Carr's*, *Plantation*, *Ready Crust*, and *Kashi*. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world. For more information, visit Kellogg's web site at <http://www.kelloggcompany.com>.

-more-

***Kellogg Mamma Sez Alliance – Page 2***

Mamma Sez, Inc., the maker of the original Italian fortune cookie, was founded in 2000 and is based in Ferndale, New York. In 2004, Mamma Sez Inc. opened a new state of the art biscotti production and packaging facility. *Mamma Says* biscotti use only the finest high quality ingredients and are available in many tempting flavors, including Almond Pistashio, Chocolate Macadamia Nut, and Chocolate Chip. For more information, visit the *Mamma Says* web site at [www.mammasays.com](http://www.mammasays.com).

###