

Team USA Snowboarder Chloe Kim To Be Featured On Gold Medal Edition Kellogg's Corn Flakes® Box

Celebrate Kim's Olympic Winter Games Win with Time Honored Kellogg's® Tradition

BATTLE CREEK, Mich., Feb. 21, 2018 /PRNewswire/ -- To celebrate Chloe Kim's Gold Medal win with Team USA at the Olympic Winter Games PyeongChang 2018, *Kellogg's®* has announced that she will be featured on Gold Medal edition boxes of *Kellogg's Corn Flakes®*. Boxes are available in limited quantities for a short time only on KelloggsFamilyRewards.com.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8192831-kelloggs-2018-olympic-games-getsmestarted/>

"It is so crazy to see myself on a box of Kellogg's cereal," said Kim. "Winning a Gold Medal is a dream come true and commemorating it with a Gold Medal Edition Corn Flakes box makes it even more special. This is all so exciting!"

"We're so excited to welcome Chloe to the *Team Kellogg's™* family and honor her with one of our favorite Gametime traditions," said Sam Minardi, director, brand marketing, Kellogg Company. "Chloe's drive through her Olympic journey to a Gold Medal finish has been inspiring to watch, and we couldn't think of a better way to celebrate her victory."

The Gold Medal Edition *Kellogg's 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 their very own 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 Corn Flakes®, 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.

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