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 Kelloggs Family Rewards.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 Gamestime 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 <u>www.kelloggsfamilyrewards.com</u> 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.Company.com and follow us on Twitter @KelloggCompany, YouTube and on our Social K corporate blog.

SOURCE Kellogg Company

For further information: Kellogg company, 269-961-3799, Media. hotline@kellogg.com; Adrian Villalpando, 312-240-2625, Adrian. Villalpando@krispr.com

Additional assets available online: Photos (5) Video (1)

https://newsroom.wkkellogg.com/2018-02-21-Team-USA-Snowboarder-Chloe-Kim-To-Be-Featured-On-Gold-Medal-Edition-Kelloggs-Corn-Flakes-R-Box