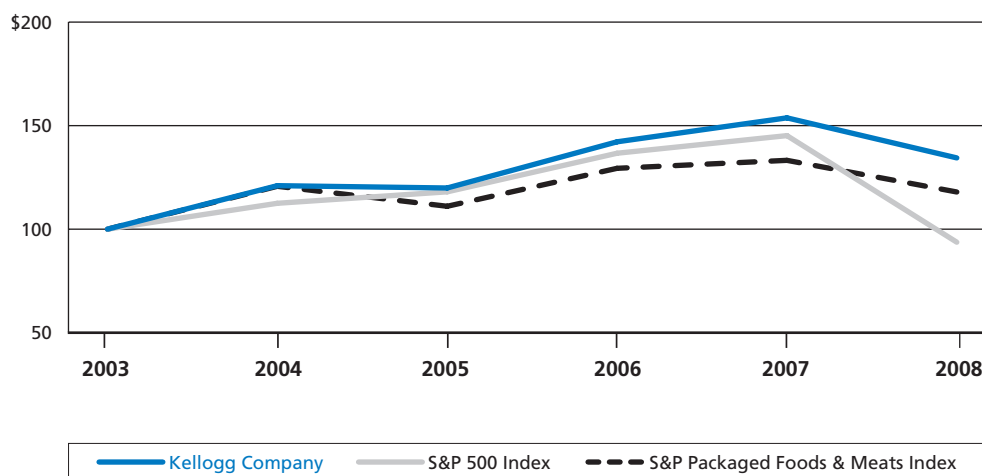


Cumulative Total Shareowner Return

The following graph compares the cumulative total return of Kellogg Company's common stock with the cumulative total return of the S&P 500 Index and the S&P Packaged Foods & Meats Index for the five-year fiscal period ended January 3, 2009. The value of the investment in Kellogg Company and in each index was assumed to be \$100 on December 27, 2003; all dividends were reinvested in this model.

Comparison of Five-Year Cumulative Total Return



TOTAL RETURN TO SHAREOWNERS (Includes reinvestment of dividends)	BASE PERIOD	INDEXED RETURNS Fiscal Years Ending					
		12/27/03	01/01/05	12/31/05	12/30/06	12/29/07	01/03/09
Company / Index							
Kellogg Company	\$100.00	\$121.01	\$119.89	\$142.19	\$153.76	\$134.42	
S&P 500 Index	\$100.00	\$112.50	\$118.03	\$136.67	\$145.18	\$ 93.71	
S&P Packaged Foods & Meats Index	\$100.00	\$120.71	\$111.06	\$129.39	\$133.24	\$117.96	

Trademarks

Throughout this annual report, references in italics are used to denote both Kellogg Company and its subsidiary companies' trademarks and the following third party trademarks, service marks, or product names used under license or other permission by Kellogg Company and/or subsidiaries: *Indiana Jones* is a trademark of Lucasfilm Ltd.; and *Guitar Hero* is a trademark of Activision Publishing, Inc.