

June 27, 2010
2:25 p.m.

**Experts Agree Issues Caused by Off-Odors and Flavors:
Some Consumers Particularly Sensitive to Substances Commonly Used in Packaging
Materials**

Kellogg Company has identified a substance in the package liners of several cereals that can produce an uncharacteristic waxy-like off-taste and smell. We completed a thorough health-risk assessment with external experts in medicine, toxicology, public health, chemistry, and food safety. The results show that this is a reaction to the odor and flavor in the food; it was not caused by any harmful material in the food.

The external experts agree that some consumers are particularly sensitive to these uncharacteristic off-tastes and smells which can have temporary effects, including nausea and diarrhea. People who are particularly sensitive to these off-tastes and smells react from 0 - 15 minutes after eating the product.

The off-tastes and smells are caused by a slightly elevated level of a substance commonly present at very low levels in the waxy resins used to make packaging materials that are approved by the FDA. They are also commonly used to coat foods such as cheese, raw fruits and vegetables such as cucumbers. We did not find any substances that are not commonly used in packaging materials

We understand that these short-term symptoms are unpleasant and we are very sorry for any discomfort or concern you have experienced. According to the external experts, these effects should be temporary and your symptoms should subside shortly.

We are working with our supplier of the liner to ensure that this problem does not happen again. We sincerely apologize to our loyal consumers for this situation.

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