

KELLOGG CO
Form FWP
March 03, 2008

Free Writing Prospectus Filed Pursuant to Rule 433
(Related to Preliminary Prospectus Supplement Dated March 3, 2008)
Registration No. 333-72312
March 3, 2008

Pricing Term Sheet
Kellogg Company
\$750,000,000 4.25% Notes due 2013

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|-------------------------------------|--|
| Issuer: | Kellogg Company |
| Size: | \$750,000,000 |
| Maturity: | March 6, 2013 |
| Coupon: | 4.25% |
| Interest Payment Dates: | March 6 and September 6, commencing September 6, 2008 |
| Price: | 99.813% of face amount |
| Yield to maturity: | 4.292% |
| Spread to Benchmark Treasury: | 180 bps |
| Benchmark Treasury: | UST 2-3/4% due February 28, 2013 |
| Benchmark Treasury Price and Yield: | 101.6+; 2.492% |
| Redemption Provisions: | |
| Make-whole call | At any time at a discount rate of Treasury plus 30 basis points |
| Settlement: | T+ 3; March 6, 2008 |
| CUSIP: | 487836 BA 5 |
| Ratings (Moody s/S&P/Fitch): | A3/BBB+/BBB+ |
| Book-Running Managers: | Banc of America Securities LLC Citigroup Global Markets Inc. |
| Co-Managers: | BNP Paribas Securities Corp. Deutsche Bank Securities Inc. Fifth Third Securities, Inc. Fortis Securities LLC HSBC Securities (USA) Inc. Lloyds TSB Bank plc Mitsubishi UFJ Securities International plc Rabo Securities USA, Inc. SG Americas Securities, LLC The Williams Capital Group, L.P. |

Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling or e-mailing Banc of America Securities LLC at 1-800-294-1322 or dg.prospectus_distribution@bofasecurities.com or by calling Citigroup Global Markets Inc. toll free at 1-877-858-5407.

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