

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

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.

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