

Unadvertised Kellogg Cereal **FACTS**

Company: *Kellogg*
Marketed directly to children: *NO*

NUTRITION FACTS:

| Nutrition Overview* | | | | | | | | |
|-----------------------------------|-------------------------|---------------|---------------|--------|---|-----------------------|---------------|---------------------|
| Cereal | Overall Nutrition Score | Sugar Content | Fiber Content | Sodium | Food Dyes | Artificial Sweeteners | CBBB Approved | Ranking (out of 43) |
| <i>Cookie Crunch</i> | 40 | 40% | 3% | 567 | <i>Red 40, Yellow 5 & 6, Blue 1</i> | No | Yes | 28 |
| <i>Disney High School Musical</i> | 42 | 31% | 3% | 586 | <i>Red 40, Yellow 5 & 6</i> | No | Yes | 27 |
| <i>Hannah Montana</i> | 54 | 30% | 3% | 133 | No | No | Yes | 5 |
| <i>Honey Smacks</i> | 46 | 56% | 4% | 185 | No | No | ---- | 16 |
| <i>Smorz</i> | 38 | 43% | 3% | 467 | <i>Red 40, Yellow 5 & 6, Blue 1</i> | No | ---- | 32 |

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): *N/A*

TELEVISION ADVERTISING

Television advertising exposure: *None*

INTERNET MARKETING

Child-targeted website: *None*

Child-targeted banner ads: *None*

IN-STORE MARKETING

| Shelf Space* | | | | |
|-----------------------------------|----------------------|----------------------|-------------------------|-----------|
| Cereal | Total Share of Shelf | % of stores stocking | Avg # facings per store | Ranking |
| <i>Cookie Crunch</i> | 0.13% | 33% | 1.5 | 33 |
| <i>Disney High School Musical</i> | 0.12% | 31% | 1.4 | 34 |
| <i>Hannah Montana</i> | 0.18% | 44% | 1.5 | 31 |
| <i>Honey Smacks</i> | 0.55% | 85% | 2.4 | 25 |
| <i>Smorz</i> | 0.10% | 16% | 2.2 | 37 |

* From 05/09 to 06/09

| In-Store Marketing* | | | | | |
|-----------------------------------|-----------------------|--------------------------|--------------------------|----------------------------|-----------|
| Cereal Brand | Displays | | Promotions | | Ranking |
| | % stores with display | Avg # displays per store | % stores with promotions | Avg # promotions per store | |
| <i>Cookie Crunch</i> | 1% | 3.0 | 16% | 1.6 | 28 |
| <i>Disney High School Musical</i> | 1% | 1.0 | 14% | 2.9 | 33 |
| <i>Hannah Montana</i> | 2% | 1.0 | 15% | 2.5 | 32 |
| <i>Honey Smacks</i> | 11% | 1.3 | 62% | 2.4 | 15 |
| <i>Smorz</i> | 1% | 1.0 | 13% | 2.1 | 35 |

* From 05/09 to 06/09

PRODUCT PACKAGING

| Health Features On The Box | | | | | | |
|----------------------------|-------------------|----------------|---------------|----------------|-------------|-----------|
| Cereal Brand | Ingredient Claims | | Health Claims | | Health URLs | Ranking |
| | % of boxes | Claims per box | % of boxes | Claims per box | % of boxes | |
| <i>Cookie Crunch</i> | 0% | 0.0 | 0% | 0 | 0% | 33 |
| <i>Honey Smacks</i> | 0% | 0.0 | 0% | 0 | 67% | 27 |

| Child Engagement Features On The Box | | | | | |
|--------------------------------------|----------------|------------------|------------|------------|-----------|
| Cereal | Child features | | Promotions | Game URLs | Ranking |
| | % of boxes | Features per box | % of boxes | % of boxes | |
| <i>Cookie Crunch</i> | <i>100%</i> | <i>2.0</i> | <i>0%</i> | <i>0%</i> | 9 |
| <i>Honey Smacks</i> | <i>100%</i> | <i>1.0</i> | <i>0%</i> | <i>0%</i> | 21 |