

IMPORTANT: ALL JOINT OWNERS MUST SIGN.

By completing and signing this form, I (we) certify that I (we) have received and read the Kellogg Direct™ Plan Brochure/Prospectus and hereby request that the above account be enrolled in the Plan. I (we) understand that participation is subject to the terms and conditions of the Plan as set forth in the brochure/prospectus and that enrollment may be discontinued at any time by automated service or by written notice to Wells Fargo. I (we) further understand that all dividends paid on the shares registered in my (our) name and held in my (our) Plan account will be reinvested or paid in cash as selected above. I (we) hereby appoint Wells Fargo as agent for applying dividends, if applicable, and any investments I (we) may make to the purchase of shares under the Plan.

Under penalties of perjury, I (we) certify that: The number shown in Section 1 of this form is the correct Social Security Number or Tax ID Number and I (we) am (are) not subject to backup withholding, either because (1) I (we) have not been notified by the Internal Revenue Service (IRS) that I (we) am (are) subject to backup withholding as a result of failure to report all interest or dividends, or (2) the IRS has notified me that I (we) am (are) no longer subject to backup withholding.

Check here if you have been notified by the IRS that you are subject to backup withholding because of underreporting of interest or dividends on your tax returns.

My (our) signature(s) below indicates I (we) have read the Kellogg Direct™ Plan Brochure/Prospectus and agree to the terms therein and herein.

Signature of Owner

Date: Month Day Year

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Signature of Joint Owner

Date: Month Day Year

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Signature of Second Joint Owner

Date: Month Day Year

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If you need assistance, please call Kellogg Shareowner Services at 1-877-910-5385.

When completed and signed, this form should be mailed in the envelope provided to:

Shareowner Services – Kellogg Direct™
P.O. Box 64856
St. Paul, MN 55164-9422

**NEW INVESTOR ENROLLMENT FORM – Kellogg Direct™
Kellogg Company Direct Stock Purchase and Dividend Reinvestment Plan**

