

A green banner with a white border is centered in the upper half of the image. The banner contains the word "Kashi" in a white serif font. A stylized green leaf is positioned above the letter "i". The background is a photograph of a forest with tall, thin trees and sunlight filtering through the canopy.

Kashi

A white banner with a black arrow pointing to the right is located at the bottom of the image. The banner contains the text "Eat Positive." in a green, handwritten-style font.

Eat Positive.

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Table of Contents.

Press Release: 2
Kashi Partners with HealthCorps to Promote Healthy Living in Wisconsin

Backgrounder: 3-4

Kashi.

What is Kashi?

From the Beginning.

HealthCorps.

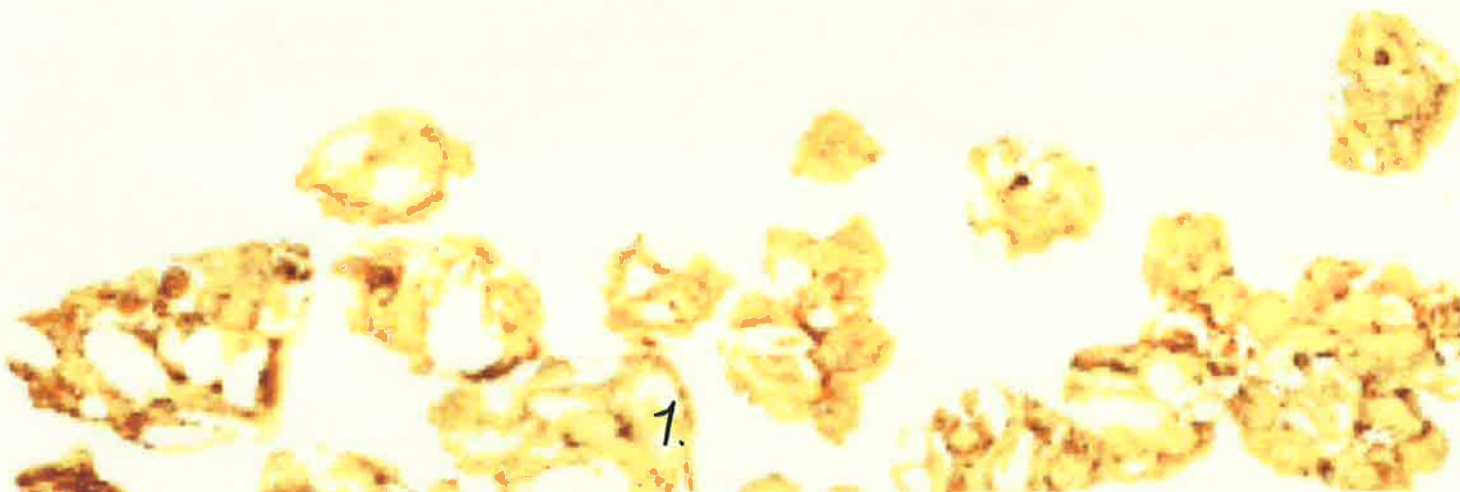
What is HealthCorps?

From the Beginning.

Fact Sheet: 5-6

Kashi Through the Years.

HealthCorps Makes a Difference.





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Kashi Partners with HealthCorps to Promote Healthy Living in Wisconsin

MADISON, Wis.—Kashi will advance its partnership with leading non-profit, HealthCorps, to educate local communities about happy, healthy living.

Kashi and HealthCorps will work alongside Madison Metropolitan School District to encourage healthy living locally. Kashi is bringing two successful HealthCorps programs, Living Labs and HealthCorps University, to Madison.

Living Labs are designed to enable students to make healthier living choices. HealthCorps coordinators are integrated into high school settings to promote wellness and guide students towards healthy lifestyles.

“Our partnership with HealthCorps will change the culture of health and wellness in communities across the United States,” Kellogg Community Engagement Specialist Jenna Wirkus said. “We’re excited to bring this initiative to the great state of Wisconsin.”

HealthCorps University is a professional development training program designed for educators in schools and community programs. HealthCorps University focuses on training these educators to incorporate nutrition, fitness, and mental resilience into their curriculum.

“Teachers are the stepping stone in paving the path towards a healthy lifestyle for America’s youth. The teachers of today are making the world a better place for the children of tomorrow.” Kashi Public Relations Director Andrew Hahn said.

To demonstrate the importance of this initiative to the Madison community, Kellogg Company will be donating \$150,000 on behalf of Kashi to HealthCorps to support the Living Labs and HealthCorps University programs.

Kashi will hold a press conference on Thursday, March 10, at 5:30 pm in 5055 Vilas Hall, 821 University Ave. We will provide more information and answer questions about this new and exciting partnership.

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Background.

To better understand why Kashi & HealthCorps

Kashi.

What is Kashi?

Kashi is an American food company committed to promoting real food—the food that nature gives—in a way that can not only be eaten, but also enjoyed. Their slogan “7 Whole Grains On A Mission” markets the company’s natural-based food products, providing nutrition to consumers while lessening negative impacts on the planet.



From the Beginning.

Phil and Gayle Tauber established the Kashi Company in 1984 with the creation of their first product, Kashi Breakfast Pilaf. The name “Kashi” comes from the combination of two words – “kashruth”, synonymous with the term “kosher”, and “Kushi”, the surname of the founder of macrobiotics in the United States. In 1987, Kashi put its first cereal in stores, calling the product Kashi 7 Whole Grain Puffs. From there, Kashi began to branch out. In 1992, it introduced a line of frozen pizzas with a bran and grain crust. Kellogg acquired the company in 2000, and soon after, in 2001, Kashi came out with its first “GOLEAN” product, “Kashi GOLEAN Crunch!” Kashi began rolling out new flavors of their products and marketing them to the public in the early 2000s. Regarding a \$4 million lawsuit in 2012 that questioned Kashi’s use of “natural” in its labels, the company pledged to make Kashi products GMO-free by summer 2016.

Phil and Gayle Tauber found Kashi Company in 1984 and create Kashi Breakfast Pilaf.



will grow well together, start with their roots.

HealthCorps.

What is HealthCorps?

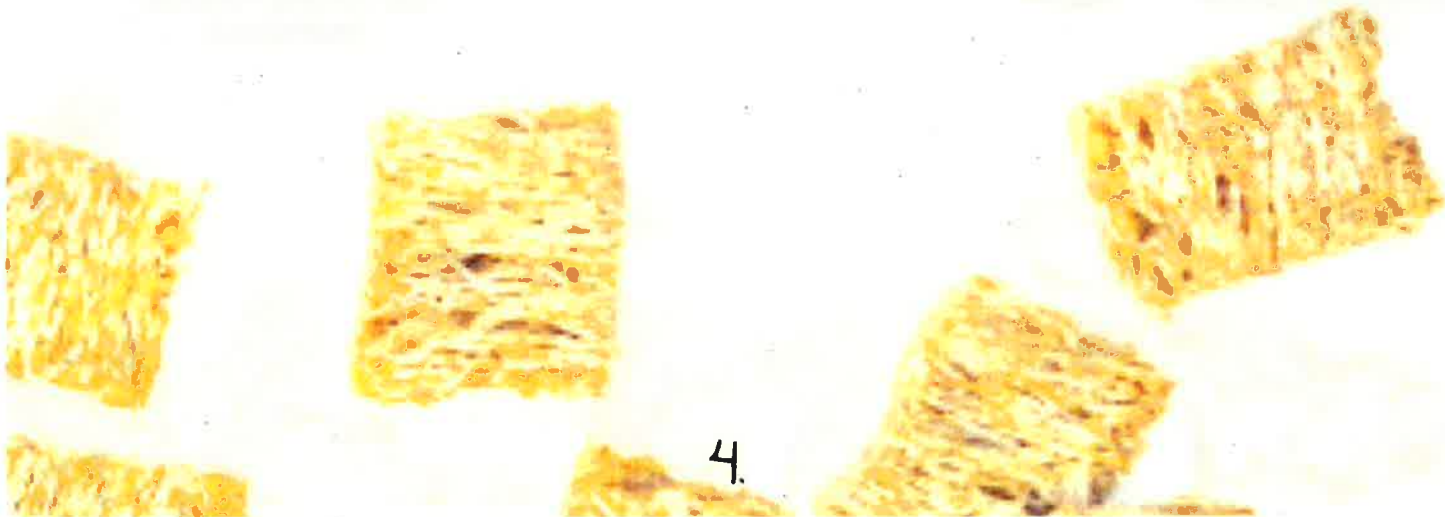
According to HealthCorps's website (www.healthcorps.org), "HealthCorps is a 501(c)(3) that gives teens tools to improve physical and mental health so they can learn to live more productive and happier lives. HealthCorps students exercise more, eat better and practice positive thought...Its vision is to impact 20 percent of all high school students nationwide in order to reduce the footprint of obesity on the next generation. Each day, HealthCorps shapes the lives of the current generation of students."

From the Beginning.

Surgeon, author and television personality Dr. Mehmet Oz founded HealthCorps in 2003 with a mission to "unleash the power of America's youth so they can live productive lives" (www.healthcorps.org). Participants who wish to implement HealthCorps into their school or organization are trained through a program called HealthCorps University, which is rooted in three pillars: Nutrition, Fitness and Mental Resilience. The nationwide nonprofit is expected to reach one million students in 2017 alone. Its expansion into Wisconsin will allow HealthCorps to impact 20 states across the U.S.



HealthCorps founder Dr. Mehmet Oz attends the 2011 Health Corps 'Fresh From the Garden Gala' in New York City,

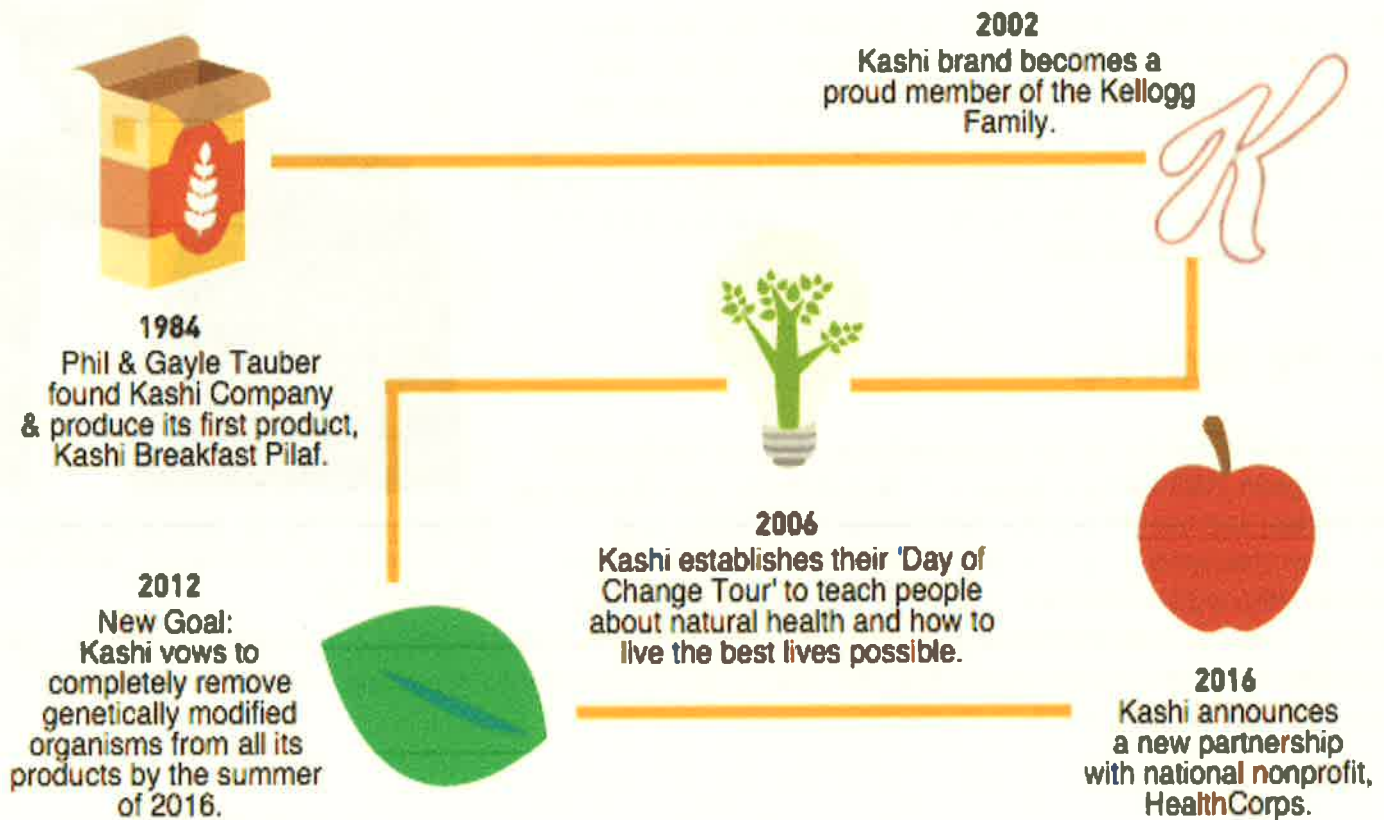


Fact Sheet.

HealthCorps's growth & success supports Kashi's

Kashi Through the Years.

This timeline illustrates Kashi's rich history as a nutrition-forward, planet-friendly brand.



legacy, mission & long-term goals & objectives.

HealthCorps Makes a Difference.

HealthCorps supports two main programs, Living Labs and HealthCorps University, to help serve schools and organizations as local as the Madison Metropolitan School District. Research proves that the HealthCorps curriculum and resources (a health blog, recipe center, story space and videos) yield positive results.

In a handful of studied schools, research found that HealthCorps...

Increased:

- Physical activity by 36 percent
- Health knowledge by 11 percent
- Water consumption by 18 percent
- Substitution of water instead of soda by 6 percent
- Days in school (attended nine more days per year than peers)
- Sense of self control by 71 percent
- Overall mental health by 69 percent
- Self-esteem/self confidence by 64 percent

Decreased:

- Soda consumption by 13 percent
- Body weight & body fat (an average loss of five pounds and 1 percent body fat over eight months)

