



September 30, 2010

Rusty Lucas  
PO Box 422  
Sandusky, OH 44871-0422

Dear Rusty:

I am sorry to hear about your experience with finding a food lump in your package of *Kellogg's Frosted Flakes*® cereal. I know we have always carried this product in my household so I can understand your concern for your daughter consuming something like this. We are sending you a coupon to use towards your next purchase.

Our processes are designed to prevent the accumulation of ingredients within the system. Although our company takes many precautionary measures in screening the product, the information that you have supplied suggests that this object may have entered the finished food stream. We are sorry that this occurred and have reported the incident.

Nothing is more important to us than meeting your expectations each and every time you buy our products. Please be assured your comments have been shared with our quality and manufacturing teams so they may take the appropriate action.

As a consumer, you can be assured that we would never do anything to compromise the trust you have placed in us to provide healthful, nutritious, and safe food. Thank you again for contacting us.

Sincerely,

Rachel Valdez  
Consumer Specialist  
Consumer Affairs

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Kellogg Consumer Affairs / P.O. Box CAMB  
2 Hamblin Ave. E. / Battle Creek, Michigan 49017 (800) 962-1413



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