



January 16, 2009

URGENT PRODUCT RECALL NOTICE

Dear Valued Customer:

We appreciate your patience during our recent Precautionary Hold of our Austin and Keebler branded sandwich crackers. Unfortunately, we need to inform you that Peanut Corporation of America announced a broad recall tonight of both peanut butter and peanut paste from their Blakely, Georgia facility.

Because we are concerned about the safety of our consumers we believe it is prudent for us to recall the products you already have on hold and expand our recall to include the following new products: Keebler Soft Batch Homestyle Peanut butter Cookies 2.5 ounces, Famous Amos Peanut Butter Cookies 2 ounces, Famous Amos Peanut Butter Cookies 3 ounces.

We are asking our customers to destroy any inventory of the potentially impacted sku's.

The following items available from Gordon Food Service are impacted:

GFS Item #: 646760 Keebler Cheese & Peanut Butter

GFS Item #: 646780 Keebler Toast & Peanut Butter

GFS Item #: 296657 Austin Toast & PB'n J Sandwich Crackers

Consider the following item as a replacement:

GFS Item #: 646770 Keebler Club & Cheddar

Refunds for destroyed product will be managed through your distributor.

Consumers with questions may call Kellogg Consumer Affairs at 888-314-2060.

We appreciate all of your support and patience while we dealt with this critical consumer health issue.

Kellogg Company