



PRODUCT Kellogg's Frosted Mini-Wheats
 MARKET Minneapolis/St. Paul, MN
 PROGRAM 5 Eyewitness News AM
 CODE # 080117527
 TITLE Teacher Loses Place, Attentive Boy Remind

LENGTH :30
 STATION KSTP
 DATE 01/28/2008
 TIME 06:25 AM



TEACHER: OK, now where were we?



BOY: We--we were on the--on the third paragraph of page 57,



and you were explaining that the stone structures



made by ancient Romans were called aqueducts.



And as you were writing that up on the board, your chalk broke...into three pieces.



TEACHER: Right!



MINI-WHEAT: I've never been so proud.



FEMALE ANNCR: A clinical study showed



kids who had a filling breakfast of Frosted Mini-Wheats Cereal



improved their attentiveness by nearly 20 percent.



(SFX: POP) MINI-WHEAT: Twenty percent? OK, even I'm impressed (SFX: POP/SPLAT) by me.



ANNCR: Keeps 'em full, keeps 'em focused.

VIDEO ALSO AVAILABLE IN ANALOG & DIGITAL FORMATS

Exhibit A2



vms

PRODUCT Kelloggs Frosted Mini-Wheats
MARKET Detroit, MI
PROGRAM Good Morning America
CODE # 080716492
TITLE Mini-Wheats On Backpacks & 1st Day Of

LENGTH :30
STATION WXYZ
DATE 07/29/2008
TIME 07:20 AM



(SFX: OUTDOOR SOUNDS IN) MINI-WHEAT #1 (MALE VO): Ah, the first day of school.



New pencils, new books. MINI-WHEAT #2 (MALE VO): New backpack. Looks good. MINI-WHEAT #1: Just trying to look our best.



MINI-WHEAT #2: Ah, gonna take more than looks.



From what I hear, Ms. Haskins is a toughy. MINI-WHEAT #1: Oh, we had a good breakfast, so we're ready.



MINI-WHEAT #3 (MALE VO): Gonna be another great year. Huh, guys? MINI-WHEAT #1: You bet your eight layers.



MINI-WHEAT #2: Ah yeah! Long distance high-five. MINI-WHEAT #3: Oh, wow!. (SFX: TINK/OUT)



FEMALE ANNCR: A clinical study showed kids who had a filling breakfast of Frosted Mini-Wheats cereal



improved their attentiveness by nearly 20 percent



when compared to kids who missed out on breakfast.



MINI-WHEAT #3: Look, a new kid.



ANNCR: Now available in Blueberry Muffin.



(SFX: FORKLIFT SOUNDS) Keeps 'em full, keeps 'em focus.

VIDEO ALSO AVAILABLE IN ANALOG & DIGITAL FORMATS

Exhibit B2

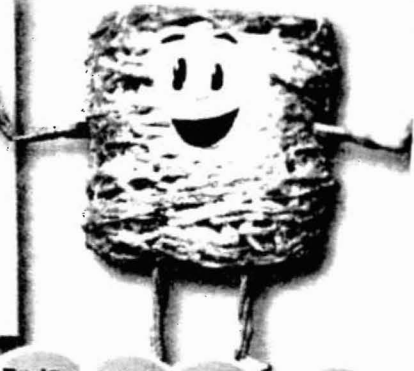
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Clinically Shown
to improve kids'
Attentiveness
by nearly...

20%

Kellogg's



Calories 200 10%	Total Fat 1g 2%	Sodium 5mg 0%	Sugars 12g *	Fiber 6g 24%
------------------------	-----------------------	---------------------	--------------------	--------------------

Each 24 biscuit (59g) serving provides these per
of the GDA based on a 2,000 ca
See side panel for more info

FROSTED

**Mini
Wheats**

Bite Size

LIGHTLY SWEETENED WHOLE GRAIN WHEAT CEREAL

ENLARGED
TO SHOW
TEXTURE



Exhibit C

Clinically Shown
to improve kids'
Attentiveness
by nearly... **20%**¹

The combination of Kellogg's®
Frosted Mini-Wheats® 8 layers of
whole grains and fiber work together
to keep kids full so that they can
stay focused throughout the
morning. Fiber helps slow down the
eating process and may contribute
to a feeling of being full. Whole
grain slows digestion of carbohy-
drates to release energy over a
longer period of time.

fo-cus-do

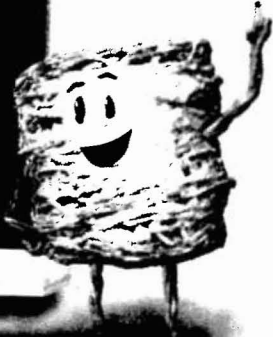
Every row, column, and mini-grid must
contain the numbers 1-6. You won't have
to guess when you focus!

	4			
1	6	4	3	
6	1	3		
			6	
		1	2	
2	5			

concentration station

D	W	G	D	B	H	X	B	T	S	ATTENTIVE BREAKFAST CEREAL FOCUSED FULL GRAIN LAYERS MINI WHEAT WHOLE
W	E	I	R	A	H	L	R	B	R	
H	D	S	F	A	A	K	E	O	E	
E	A	H	U	E	I	F	A	F	Y	
A	M	S	R	C	U	N	K	R	A	
T	Q	E	E	L	O	O	F	X	L	
U	C	P	L	J	Y	F	A	I	W	
W	H	O	L	E	S	R	S	A	I	
H	E	V	I	T	N	E	T	T	A	
L	L	X	D	J	U	I	N	I	M	

Stay focused and
find the words
listed hidden in
the letter grid.



Mini's Focusizer Focus on what you hear to figure out each
saying. Read them aloud and listen
for the solution!

1
FOLK IS SON'S
COOL

2
BEEF OAK KISSED
HILL HUNCH

3
DEAL IS SHUSH
HOLE GRAY INN
VIBE BURR

To PLAY MORE "Mini's Focusizer" GAMES, GO to

www.kellogg.com
and SEARCH for **Frosted Mini-Wheats®**.

Based upon independent clinical research, kids who ate Kellogg's®
Frosted Mini-Wheats® cereal for breakfast had up to 18% better
attentiveness three hours after breakfast than kids who ate no
breakfast. For more information, visit www.frostedminiwheats.com

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Turn your speakers ON
Use your mouse to explore
this focused workspace

The Daily Wheat
TODAY'S WEATHER: Sunny & Pleasant

A breakfast of Frosted Mini-Wheats® cereal is clinically shown to improve kids' attentiveness by nearly **20%**

[Click Here to learn more](#)



Frosted Mini-Wheats® is proud to sponsor the back to school program.

* Based upon independent clinical research, kids who ate Kellogg's® Frosted Mini-Wheats® cereal for breakfast had up to 18% better attentiveness three hours after breakfast than kids who ate no breakfast.

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The Daily Wheat

TODAY'S WEATHER: Sunny & Pleasant

ATTENTIVENESS PUT TO THE TEST



Story by Mini™

This is Mini™, reporting from an event that has captured our attention. A team of kids are attempting to show that a breakfast of Kellogg's® Frosted Mini-Wheats® cereal can help keep them attentive all morning long.

It was apparent from the first test that the Frosted Mini-Wheats® team's attentiveness was strong. And as the morning progressed it didn't waiver.

In the end, a round of enthusiastic cheers could be heard coming from the moms' viewing section as the 8-Layers of whole grain fiber in Frosted Mini-Wheats® cereal proved to improve kids' attentiveness by nearly 20%!*

[> Learn more about the study](#)



[< Back](#)



Frosted Mini-Wheats® is proud to sponsor the back to school program.

* Based upon independent clinical research, kids who ate Kellogg's® Frosted Mini-Wheats® cereal for breakfast had up to 18% better attentiveness three hours after breakfast than kids who ate no breakfast.

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[Web](#) [Images](#) [Video](#) Results 1 - 10 of about 101,000 for **frosted mini-wheats**. (0.11 seconds)

Frosted Mini Wheats®

Sponsored Link

www.mini-wheats.com **Frosted Mini-Wheats®** has clinically improved kids' attentiveness by 20%

Image results for frosted mini-wheats



Kellogg's Mini-Wheats – Keeps 'em Full and Keeps 'em Focused

Based upon independent clinical research, kids who ate Kellogg's® **Frosted Mini-Wheats®** cereal for breakfast had up to 18% better attentiveness three hours ...

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Kellogg's Frosted Mini-Wheats – 6 Delicious Flavors

Browse through our product lineup of 6 delicious, nutritious flavors.

www.mini-wheats.com/products.shtml - 30k - [Cached](#) - [Similar pages](#)

Frosted Mini-Wheats - Wikipedia, the free encyclopedia

Frosted Mini-Wheats (**Frosted** Wheats in the United Kingdom and **Mini-Wheats** in Canada) is a breakfast cereal manufactured by Kellogg's consisting of shredded ...

en.wikipedia.org/wiki/Frosted_Mini-Wheats - 22k - [Cached](#) - [Similar pages](#)

Calories in Kellogg, Co. - KELLOGG'S FROSTED MINI-WHEATS, bite size

Calorie and nutrition facts for KELLOGG'S **FROSTED MINI-WHEATS**, bite size from Calorie-Count.com.

www.calorie-count.com/calories/item/8319.html - 28k - [Cached](#) - [Similar pages](#)

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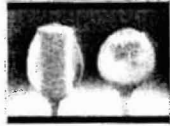
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charles hugh smith-The Healthiest Cold Cereal: Frosted Mini-Wheats

After a careful review of cold cereals at the local Costco, it seems clear that **Frosted Mini-Wheats** have the least harmful combination of bad things (fat, ...

www.oftwominds.com/blogs/cold-cereal.html - 17k - [Cached](#) - [Similar pages](#)

Exhibit E



YouTube - Frosted Mini Wheats

a double 80's commercial for Nabisco **Frosted Mini Wheats**.

[Watch video](#) - 30 sec - ★★★★★

www.youtube.com/watch?v=esqa1NildvA

Amazon.com: Kellogg's Frosted Mini-Wheats Maple and Brown Sugar ...

Amazon.com: Kellogg's **Frosted Mini-Wheats** Maple and Brown Sugar, 16.5-Ounce Boxes (Pack of 6): Grocery.

www.amazon.com/Kelloggs-Frosted-Mini-Wheats-Maple-16-5-Ounce/dp/B000FIMWO4 - 154k - [Cached](#) - [Similar pages](#)

Amazon.com: Kellogg's Frosted Mini-Wheats Strawberry Delight, 16.3 ...

Amazon.com: Kellogg's **Frosted Mini-Wheats** Strawberry Delight, 16.3-Ounce Boxes (Pack of 3): Grocery.

www.amazon.com/Kelloggs-Frosted-Mini-Wheats-Strawberry-16-3-Ounce/dp/B000FIDLJO - 164k - [Cached](#) - [Similar pages](#)

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Back2School 2007 | Kellogg's Frosted Mini-Wheats

Don't be fooled by the yummy frosting on Kellogg's **Frosted Mini-Wheats**®. They have 8 deliciously crunchy layers of whole grain wheat that provide 85% of the ...

www.back2school2007.com/kelloggs-frosted-mini-wheats-sponsor-page.html - 23k - [Cached](#) - [Similar pages](#)

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Exhibit F

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Does your child need to pay more attention in school? Use the following tips to help keep your little ones ahead of the class:

✓ **More Whole Grain + Fiber = Less Distraction**

To help keep your children focused on their schoolwork and not their grumbling bellies, incorporate more whole grain and fiber into their diets. Both have been shown to slow down the digestion process and may contribute to a feeling of being full.

✓ **Start the Day with Breakfast**

Kids need an energy boost after a long night's sleep. A recent clinical study showed that a whole grain and fiber-filled breakfast of Frosted Mini-Wheats helps improve children's attentiveness by nearly 20%.*

✓ **Make Sleep a Priority**

Lack of sleep may impact a child's performance both in school and at home. To help your kids do their best every day, be sure they get at least eight hours of sleep each night.

For more great tips on setting your kids up for success at school, watch Mom's Mini-Casts on Parents.TV.

(look under the Top Stories channel)



*Keeps 'em full.
Keeps 'em focused.*

*Based upon independent clinical research, kids who ate Kellogg's® Frosted Mini-Wheats® cereal for breakfast had up to 18% better attentiveness three hours after breakfast than kids who ate no breakfast. For more information, visit www.frostedminiwheats.com.
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Exhibit G

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kate.eyerman@ketchum.com

FOR IMMEDIATE RELEASE

**HELP YOUR KIDS EARN AN "A" FOR ATTENTIVENESS
WITH A BOWL OF FROSTED MINI-WHEATS® CEREAL FOR BREAKFAST**
Eating a Bowl May Increase Attentiveness by Nearly 20 Percent

BATTLE CREEK, Mich., March 12, 2008 – Today's parents are going to great lengths to help their kids do their best in school. They sign them up for tutoring services, buy special learning software and pack their schedules with enrichment activities. While all of these things are great, it's important that parents not neglect one of the simplest ways to help ensure their kids do their best – a healthy breakfast.

A recent study commissioned by Kellogg helps demonstrate how eating a healthy, nutritious breakfast can help kids stay full and avoid the distraction of mid-morning hunger to help them do their best in school. The study, conducted by an independent research group, shows that eating a breakfast of *Frosted Mini-Wheats*® cereal helped improve kids' attentiveness by nearly 20 percent¹.

"Eating breakfast is crucial for kids and the recent study from Kellogg showing how eating *Frosted Mini-Wheats*® cereal in the morning can positively impact kids' ability to pay attention supports years of research on the importance of breakfast," says pediatrician Dr. Jim Sears. "Unfortunately, too many kids skip breakfast regularly. With many school districts nationwide conducting standardized testing in the coming months, parents need to ensure their kids eat a good breakfast so they are prepared to do their best."

Keeping 'Em Full and Focused

Kellogg recently commissioned research to measure the effect on kids of eating a breakfast of *Frosted Mini-Wheats*® cereal. An independent research group conducted a series of standardized, cognitive tests on children ages 8 to 12 who ate either a breakfast of *Frosted Mini-Wheats*® cereal or water. The result? The children who ate a breakfast of *Frosted Mini-Wheats*® cereal had a nearly 20 percent improvement in attentiveness.

"The study underscores the importance of eating a healthy breakfast," says Dr. Jennifer Garrett, Kellogg, director of nutrition marketing. "*Frosted Mini-Wheats*® cereal is an outstanding choice for kids because it's an excellent source of fiber and is made from whole grain, it's quick and convenient – it can even be portable – and kids love it."

-more-

¹ Based on independent clinical research, kids who ate Kellogg's® *Frosted Mini-Wheats*® cereal for breakfast had up to 18 percent better attentiveness three hours after breakfast than kids who ate no breakfast. For more information, visit www.frostedminiwheats.com.

² The clinical research was paid for by Kellogg Company. The results of the study are unpublished at this time.

For more detailed information on the tests that were used in the study, please visit www.frostedminiwheats.com.

What Makes an Ideal Breakfast

Experts agree that eating breakfast is important. But, just what should be included in that first meal of the day? Dr. Sears offers the following advice:

- *Variety Is the Spice of Life* – A nutritious breakfast should include foods from at least three of the five following MyPyramid food groups: grains, vegetables, fruits, milk and meat/beans. Eating from multiple food groups helps ensure you are getting a variety of vitamins, minerals and other nutrients.
- *Fill Up on Fiber* – A good breakfast should have at least five grams of dietary fiber. Fiber helps slow down the eating process and may contribute to a feeling of being full. This may not only help ensure that we don't overeat, but helps stop the distraction of mid-morning hunger.
- *Get a Whole Lotta Whole Grains* – Whole grain is an important component of a healthy breakfast, because it helps slow the digestion of carbohydrates and the release of energy over a longer period of time.
- *Flavor With Fruit* – Breakfast is also a good time to sneak in some fresh fruit. Fruits contain fiber and also add vitamins essential to growing kids' diets.
- *Protein Power* – No healthy breakfast would be complete without a bit of protein. A bowl of high-fiber cereal with low-fat milk and a piece of fruit is a great way to start the day.

"One of my favorite breakfasts for my family is a bowl of high-fiber cereal topped with fresh blueberries and low-fat milk," says Dr. Sears. "*Frosted Mini-Wheats*[®] is one cereal my kids and I agree on – it not only tastes great, but it's an excellent source of fiber and contains whole grain to help us stay focused all morning long."

About Dr. Jim Sears

James M. Sears, M.D., or "Dr. Jim" as he is known in the office, is a board-certified pediatrician in private practice with his father and two brothers in Capistrano Beach, Calif. Dr. Jim earned his medical degree at St. Louis University School of Medicine and completed his pediatric residency at Northeastern Ohio University College of Medicine. During his residency, he received the honor of "Emergency Medicine Resident of the Year." He is co-author of several titles, including *The Healthiest Kid in the Neighborhood*, *Father's First Steps – Twenty-Five Things Every New Father Should Know*, *The Premature Baby Book*, *The Baby Sleep Book* and the best-selling *The Baby Book*, revised edition. Dr. Jim frequently travels the country giving lectures about the importance of good family nutrition.

About Kellogg Company

With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, and meat alternatives. The company's brands include *Kellogg's*, *Keebler*, *Pop-Tarts*, *Eggo*, *Cheez-It*, *Club*, *Nutri-Grain*, *Rice Krispies*, *Special K*, *All-Bran*, *Mini-Wheats*, *Morningstar Farms*, *Famous Amos*, *Ready Crust* and *Kashi*. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries around the world. For more information, visit the Kellogg Company web site at www.kelloggcompany.com.

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