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KASHI TO SPONSOR KIKKAN RANDALL FOR SOCHI 2014 OLYMPIC WINTER GAMES
U.S. Olympic Cross-Country Skiing Star Inspires Positive Eating

BATTLE CREEK, Mich., Sept. 27, 2013 – With the Sochi [2014 Olympic Winter Games](#) quickly approaching, [Kashi](#)® today announced its official sponsorship of cross-country skier, [Kikkan Randall](#). Kikkan will work with *Kashi* to spread the word that living a healthy, positive lifestyle begins with eating right.

“At *Kashi*, we’re passionate about the power of positive eating, and we really found a perfect partner in Kikkan,” said John King, *Kashi* marketing director. “She believes natural foods and progressive nutrition are the first steps to living a balanced life, and she’s going to inspire fans around the world to eat a little better every day.”

For nearly thirty years, *Kashi* has been a pioneer in the natural foods industry, providing people with great-tasting, nutritious and innovative foods.

“Nutrition is a huge part of my routine as an endurance athlete, and *Kashi*’s products provide me with the right nutrients to give me energy for my workouts,” said Kikkan Randall. “I believe in living a healthy and active lifestyle, and one of my goals is to inspire others to do the same, which includes eating positively so they too can pursue the things they love.”

Meet Kikkan Randall – Cross-Country Skiing

Kikkan is a three-time Olympian who first started skiing to stay in shape as a cross-country runner during the winter season. Since her first Olympic Games in 2002, Kikkan has become the most successful U.S. female cross country skier in history, winning back-to-back World Cup sprint titles and the U.S. Women’s Ski Team’s first ever World Championship medal in 2009. A 2013 World Champion, Kikkan first started eating *Kashi* as a child with her father and now energizes for her training and competitions with *Kashi* GOLEAN cereals.

To learn more about Kikkan Randall and the power of positive eating with *Kashi*, visit <http://www.kashi.com>.

Suggested Tweets

- [Click to Tweet](#): With #Sochi2014 right around the corner, @kikkanimal is fueling with #Kashi. Are you harnessing the power of positive eating? #eatpositive
- [Click to Tweet](#): As she prepares for #Sochi2014, @kikkanimal is committed to the power of positive eating. How do you #eatpositive? #Sochi2014

About Kashi Company

Founded in 1984, Kashi dreams of a world where everyone embraces natural health. As a natural lifestyle pioneer, Kashi is passionate about and committed to improving the health of people and our planet. By providing great tasting, nutritious and progressive foods, Kashi enables people to achieve optimal health and wellness, while also leading them on a path toward embracing a natural lifestyle. Kashi encourages people to live their best lives through its interactive online community at Kashi.com and the Kashi REAL Tour, a lifestyle immersion program and national grassroots tour that educates people about the importance of natural foods and healthy living. The company also champions non-profit organizations working to keep real food in the minds and hands of communities across the country through the [Kashi REAL Project](#). To learn more about nearly 30 years of Kashi's mission, sustainable efforts, values and roots, check out [What We Believe](#) on Kashi.com.

Kashi's products are natural, minimally processed and free of highly refined sugars, artificial additives and preservatives. Kashi® brands and foods include: GOLEAN® cereals and bars; Kashi® Heart to Heart® cereal, instant oatmeal and whole grain crackers; Kashi® 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; Kashi® Good Friends® cereal; Kashi® Autumn Wheat®, Cinnamon Harvest®, Island Vanilla®, Simply Maize®, Indigo Morning™, Berry Fruitful®, Blackberry Hills® and Strawberry Fields® (organic) cereals; Kashi® Honey Sunshine® and Berry Blossoms® cereals; Kashi Black Currant Walnut® cereal; Kashi® Pita Crisps; Kashi® chewy and crunchy granola bars, layered granola bars, soft-baked cereal bars, soft n' chewy bars; Kashi® snack crackers and cookies; Kashi® all natural frozen waffles, entrées and pizzas; Kashi® Steam Meal™ and Kashi® 7 Whole Grain Pilaf.

Join the Kashi community online at www.kashi.com, on Facebook at www.facebook.com/kashi and visit us on YouTube at www.youtube.com/user/kashi.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of \$14.2 billion, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfast - to children and families in need by the end of 2016. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.

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