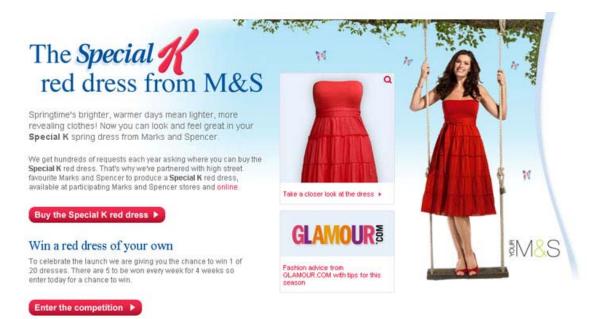
## Kellogg's and M&S Join Forces To Sell The Special K Red Dress



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Kellogg's has signed a deal with Marks & Spencer to create the first ever Special K red dress to go on sale to the general public.

The dress will be available in M&S stores and online from the end of March and is a unique agreement for both UK brands.



Special K, which is the largest cereal brand in the UK with sales of  $\pounds$ 120 million, is famous for its iconic advertising featuring the 'Special K girl' dressed in red.

The venture into fashion by Special K, which celebrated its 50th anniversary last year, is a commercial first for the brand which is targeted at shape watching women.

Greg Peterson, managing director, Kellogg's UK Marketing & Sales, explained: "Special K consumers have been asking us for years where they can buy the dresses featured in our advertising and this partnership with M&S has given us the opportunity to finally be able to offer women the chance to do so.

"The marriage between Special K and fashion is a natural fit - linking up with M&S has given both brands a unique commercial opportunity to joins forces to meet the needs of both our consumers."

M&S announced in November last year that it was to roll out plans to stock branded FMCG goods at its stores nationwide - including Kellogg's Special K.

A spokesperson from M&S said: "The M&S red dress is an extremely versatile summer essential which can be dressed up or down and is sure to flatter any figure. The Special K dress has become a fashion icon in its own right so we are proud to be the first retailer to offer this famous dress to customers."

The Special K red dress at M&S is featured on pack and is worn by the Special K girl in the cereal's latest £3m "Love Your Summer Shape" advertising campaign and will be available at selected stores throughout the UK and online.

AbouttheKelloggcompany:Since William Keith Kellogg filed the papers that officially incorporated the<br/>Battle Creek Toasted Corn Flakes Company on 19th Feb 1906, the Kellogg<br/>Company has been driven by the philosophy that an improved, balanced diet,<br/>starting with a healthy breakfast, leads to improved health.

The Kellogg Company is now the most successful cereal manufacturer in the world and offers <u>nutrition advice</u> and tips as well as a <u>BMI calculator</u>.

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