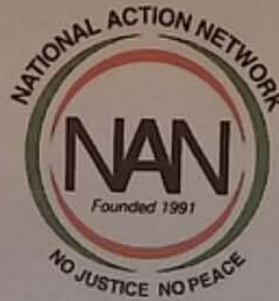


Gregory Grant, President
Memphis Chapter

Rev. Al Sharpton, National President
New York Headquarters

John Bryant, President
Chief Executive Officer
Kellogg Company
One Kellogg Square
Battle Creek, MI 49016-3599



January 23, 2014

Dear Mr. Bryant:

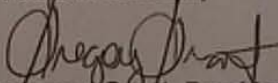
As a matter of courtesy, I forward this letter of concern about the Memphis Kellogg Plant "Lock-Out" of two hundred and twenty six {226} employees, depriving them of their jobs. As you are well aware, the majority of the plant's employees are members of the Bakery, Confectionery, Tobacco Workers and Grain Millers International Union Local 252G. The BCTGM Local informed The NATIONAL ACTION NETWORK Memphis Chapter and our National President Rev. Al Sharpton of the injustice, the inhumane treatment and disrespect being displayed by the management in Memphis.

We understand that the lock-out stemmed from labor negotiations between your local plant management team and its use of non-union workers and the desired implementation of a two-tier wage system; which ultimately reduces to the hiring of non-unionized casual workers.

Be advised, that we as a National Organization will not standby and allow a \$14 BILLION DOLLAR Kellogg Company, an opening to destroy the families of 226 Kellogg's employees in Memphis, Tennessee. To that end, we along with other social justice groups strongly urge the City of Memphis {by resolution} to revisit and recall any and all tax incentives, rebates, pilots and provide no further corporate assistance until this lock-out has ended and all affected 226 employees are restored and made whole. Additionally, if by February 22, 2014 significant progress is not made towards a resolution to end this lock-out, Rev. Al Sharpton will be summonsed to provide a National Platform on this lock-out and expose Kellogg's willingness to ignore the Master Agreement with BCTGM Locals across the country.

The Kellogg's Company gave its Memphis employees an ultimatum and now the city of Memphis is giving Kellogg's an ultimatum. No matter what happens, just remember, the Kellogg's Company picked this fight!

Yours in fairness,


Gregory Grant, President
National Action Network~ Memphis

Cc: Rev. Al Sharpton, National President

Gordon Gund, Lead Director
Kellogg Company
Memphis City Council