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**WINN-DIXIE AND KELLOGG'S TO DONATE \$20,000 TO
BEACHES HABITAT FOR HUMANITY TO REPLACE STOLEN TOOLS**

JACKSONVILLE, Fla. (March 12, 2008) — Winn-Dixie Stores, Inc. and Kellogg's will donate \$20,000 in Lowe's gift cards to Beaches Habitat for Humanity to replace tools stolen from the nonprofit organization during a weekend burglary. The donation is an extension of an ongoing partnership between Winn-Dixie, Kellogg's and Habitat for Humanity that has led to the completion of nine homes over the past three years.

"Winn-Dixie and Kellogg's are committed to helping neighborhoods and families grow," said Peter Lynch, president, CEO and chairman of the board of Winn-Dixie Stores, Inc. "Our partnership with Habitat has given us a great opportunity to fulfill that goal, and replacing these tools is just the right thing to do."

Winn-Dixie, Kellogg's and Habitat first partnered in 2005 on the construction of a duplex home in Jacksonville Beach, Fla. Since then, homes have been completed in Montgomery, Ala., Columbus, Ga., Port Charlotte, Fla., Palm Bay, Fla., Covington, La., Hancock County, Miss., and Miami. Work on a tenth home is scheduled to begin in Jacksonville Beach next month.

Winn-Dixie Stores, Inc. is one of the nation's largest food retailers. Founded in 1925, the Company is headquartered in Jacksonville, FL. The Company currently operates 520 retail grocery locations including more than 400 in-store pharmacies in Florida, Alabama, Louisiana, Georgia, and Mississippi. For more information, please visit www.winn-dixie.com.

The 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, meat alternatives, pie crusts and ice cream cones. The company's brands include *Kellogg's*, *Keebler*, *Pop-Tarts*, *Eggo*, *Cheez-It*, *Nutri-Grain*, *Rice Krispies*, *Murray*, *Austin*, *Morningstar Farms*, *Famous Amos*, *Carr's*, *Plantation*, *Ready Crust* and *Kashi*. Kellogg's products are manufactured in 17 countries and marketed in more than 180 countries around the world. For more information, visit Kellogg's website at www.kelloggcompany.com.

Beaches Habitat for Humanity was founded in 1992 by a small group of volunteers committed to eliminating substandard and overcrowded housing in the Jacksonville Beaches area. To date, 172 homes in the Beaches area have been completed. Beaches Habitat is multifaceted and builds new homes for families and provides education assistance to homeowners and their children.

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