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release to announce that its Chairman of the Board and Chief Executive Officer, Carlos Gutierrez, has accepted the invitation of President Bush to serve as Secretary of the United States Department of Commerce. The nomination is subject to U.S. Senate confirmation. The Company also announced that at a special meeting of its Board of Directors, the Board accepted Gutierrez' resignation as chairman of the board and chief executive officer effective upon confirmation and swearing in to office. The Company's Board then elected James M. Jenness, 58, as the Company's chief executive officer and chairman. David Mackay, 49, president and chief operating officer, was also elected to the board of directors. Both elections are subject to Mr. Gutierrez' confirmation and swearing in to office.

The press release is attached hereto as Exhibit 99.01 and is incorporated by reference.

Item 9.01. Financial Statements and Exhibits.

Exhibit 99.01 - Press release, dated November 29, 2004, issued by Kellogg Company.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Kellogg Company
(Registrant)

Date: November 29, 2004

By: s/ Jeffrey M. Boromisa

Name: Jeffrey M. Boromisa
Title: Senior Vice President and
Chief Financial Officer

EXHIBIT INDEX

99.01 Press release, dated November 29, 2004, issued by Kellogg Company.