

Edgar Filing: MACKAY A D DAVID - Form 144

MACKAY A D DAVID  
Form 144  
April 28, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker

1(a) NAME OF ISSUER (Please type or print)

Kellogg Company

1(b) IRS IDENT. NO.

38-0710690

(c) SEC FILE NO.

1-4171

1(d) ADDRESS OF ISSUER

STREET

PO Box 3599

1(d) CITY

Battle Creek

STATE

MI

ZIP CODE

49016-3599

1(e) TELEPHONE

AREA CODE

269

NUMBER

961-2000

2(a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD

A. D. David Mackay

2(b) IRS IDENT. NO.

(c) RELATIONSHIP TO ISSUER

President and Chief Operating Officer

2(d) ADDRESS

STREET

One Kellogg Square

2(d) CITY

Battle Creek

STATE

MI

ZIP CODE

49016-3599

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the SEC File Number.

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| 3(a)  | (b)   | SEC USE ONLY              | (c)  | (d)                                      | (e)   | (f) |
|---|---|---------------------------|--|--|---|-----|
| Title of the Class of Securities to be Sold | Name and Address of Each Broker Through Whome the Securities are to be Offered or Each Market Maker who is Acquiring the Securities | Broker-Dealer File Number | Number of Shares or Other Units to be Sold (See instr. 3(c)) | Aggregate Market Value (See instr. 3(d)) | Number of Shares or Other Units Outstanding (See instr. 3(e)) |     |

|        |  |  |         |             |             |  |
|--------|--|--|---------|-------------|-------------|--|
| Common | Merrill Lynch<br>250 Monroe, Suite 600<br>Grand Rapids, MI 49503 |  | 175,000 | \$7,504,000 | 412,380,003 |  |
|--------|--|--|---------|-------------|-------------|--|

INSTRUCTIONS:

1. (a) Name of issuer
  - (b) Issuer's I.R.S. Identification Number
  - (c) Issuer's S.E.C. file number, if any
  - (d) Issuer's address, including zip code
  - (e) Issuer's telephone number, including area code
  
2. (a) Name of person for whose account the securities are to be sold
  - (b) Such person's I.R.S. identification number, if such person is an entity
  - (c) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
  - (d) Such person's address, including zip code
  
3. (a) Title of the class of securities to be sold
  - (b) Name and address of each broker through whom the securities are intended to be sold
  - (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
  - (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
  - (e) Number of shares or other units of the class outstanding, or if debit securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
  - (f) Approximate date on which the securities are to be sold
  - (g) Name of each securities exchange, if any, on which the securities are intended to be sold

TABLE I - SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

| Title of | Date You | Nature of | Name of Person<br>from Whom Acquired<br>(If gift, also give date | Amount of |  |
|----------|----------|-----------|--|-----------|--|
|----------|----------|-----------|--|-----------|--|

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| the Class | Acquired | Acquisition Transaction | donor acquired) | Securities Acquired | P |
|-----------|----------|-------------------------|-----------------|---------------------|---|
| Common    | 4/28/04  | Stock Option Exercise   | Issuer          | 200,000             | 4 |

INSTRUCTIONS:

1. If the securities were purchased and full payment therefore was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.
2. If within two years after the acquisition of the securities the person for whose account they are to be sold had any short positions, put or other option to dispose of securities referred to in paragraph (d) (3) of Rule 144, furnish full information with respect thereto.

TABLE II - SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

| Name and Address of Seller | Title of Securities Sold | Date of Sale | Amount of Securities | Gross Proceeds |
|----------------------------|--------------------------|--------------|----------------------|----------------|
| None                       |                          |              |                      |                |

REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which have not been publicly disclosed.

April 28, 2004

James K. Markey, Attorney-in-Fact

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(DATE OF NOTICE)

(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed.

Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001).