

Kellogg Company, GEP to make presentation at SIG Global Leadership Summit

Presentation to reveal methods for managing internal stakeholders, maximizing marketing ROI

Clark, New Jersey
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GEP, a leading global provider of procurement services and technology, and Kellogg Company (NYSE: K), one of the world's leading producers of convenience foods, will jointly make a presentation at SIG Global Leadership Summit on "Maximizing Marketing Investment Returns – Evolving Role of Procurement."

The presentation, which will be made between 1:45 pm and 2:35 pm on Thursday, October 11, 2012, at Fairmont Scottsdale Princess, Scottsdale, Arizona, will reveal methods for managing internal stakeholders and maximizing marketing ROI.

Richard Johnsonbaugh, Senior Manager, Marketing Procurement, Kellogg Company, will join Bin Shrestha, VP, Consulting, GEP, to highlight how procurement has stepped up to drive greater agency value and stakeholder accountability.

"[Food and beverage](#) companies face a competitive market, with constant challenges to keep consumers engaged and loyal, while also finding innovative and creative ways to keep cost down. Marketing is a key area of focus when looking for opportunities for increased service and quality, as well as best overall value," said Shrestha. "We've been able to develop strong and successful client relationships because of the talent, expertise and passion that GEP experts bring to every engagement," he added.

Based on its strong forward movement in the procurement services sector, GEP was recently identified as a star performer in [Everest Group's PEAK Matrix](#) of service providers.

For more information on GEP, please visit www.gep.com.

About GEP

GEP is a diverse, creative team of people passionate about procurement. We invest ourselves entirely in our client's success, creating strong collaborative relationships that deliver extraordinary value year after year. We deliver practical, effective procurement services and technology that enable procurement leaders to maximize their impact on business operations, strategy and financial performance. Named a category leader in procurement outsourcing by the Black Book of Outsourcing, a Star Performer in Everest Group's Peak Matrix of service providers, and to the Supply & Demand Chain Executive 100 for seven years, GEP is also ranked as one of the Fastest Growing Technology Companies in Deloitte's Technology Fast 500. Clark, NJ-based GEP has eight offices and operations in North and South America, Europe and Asia. To learn more, please visit www.gep.com.

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