



Onelink.

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NEWS RELEASE

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Onelink by First Alert® Bridges Gap Between Builder Needs and Homeowner Desires *WiFi-enabled Smart Alarm Ushers in New Era of Builder-Friendly Connected Home Products*

(Aurora, Ill.) Dec. 28, 2016 – Pairing BRK’s legacy of safety and innovation with today’s revolutionary connected home platform technology, the new Onelink by First Alert® collection sets the stage for a new era of safe, secure and simple home connectivity. Delivering convenience, control and easy installation, the innovative Onelink suite of products will be a focal point of the BRK Brands booth (#W5882) at the 2017 International Builders’ Show in Orlando, Fla., January 10-12, 2017.

IBS attendees will learn first-hand the many features and benefits of Onelink. They also will learn how the products work together with connected home platforms to make it easier for builders to install and for homebuyers to monitor and control their homes’ safety from anywhere, at any time.

“In the case of many connected home products, builders and contractors have quickly learned that ‘smarter’ doesn’t necessarily mean ‘easier’ – but Onelink’s enhanced capabilities and user-friendliness for both the installer and the homeowner deliver the best of this emerging technology,” said Mark Devine, senior vice president of marketing at BRK Brands, manufacturer of First Alert and Onelink products. “Onelink provides builders with an easy-to-install solution that wins homebuyers over with its simplicity and cost-effectiveness.”

Common Sense Products for the Connected Home

The cornerstone of the Onelink collection is the Onelink by First Alert Wi-Fi Smoke + Carbon Monoxide (CO) Alarm, a 2-in-1 combination alarm that offers the latest safety features and sensing technologies that consumers need and current building codes require. For builders and installers, one key differentiator between Onelink and other smart alarms is that Onelink is compatible with other non-WiFi-enabled interconnected hardwired alarms within the home – making the goal of a connected home much more attainable and cost-effective for the homebuyer. In fact, installing just one Onelink alarm with other hardwired devices will still give homeowners all the protection and benefits of Onelink, without the cost, hassle or time of having to install all smart alarms. The sleek, modern design uses Wi-Fi technology to communicate with the user via the Onelink Home app and today’s most popular connected home platforms, including Apple HomeKit, Google Home and Amazon Alexa.

The alarm also is equipped with a photoelectric smoke sensor to help reduce false alarms caused by smoke from cooking or shower steam. In addition to the ability to test and silence the alarm via the app, it features exclusive voice and location technology to alert users to the type of danger and its location. The alarm is available as a hardwired alarm with 10-year battery backup, for easy code compliance with most, if not all, local and state jurisdictions. The 10-year battery backup is designed to last the entire life of the alarm and eliminate late-night low battery “chirps” and costly

battery replacements. When the alarm sounds, a notification is automatically sent to the user's connected device to alert them to the danger and enables them to call 911 directly from the app.

"With Onelink, BRK and First Alert make the dream of the connected home a reality for homebuyers, without the issues of compatibility, installation and expense that are often a nightmare for builders," Devine said. "We're pleased to bring our expertise to the connected home space and be a trusted partner to help builders and contractors deliver on what their clients want – safety, control and peace of mind."

The Onelink Smoke + CO alarm is also offered in a wireless, 10-year warranty battery model – ideal for remodeling projects. The complete portfolio also includes the Onelink Environment Monitor, Safe and Thermostat. For more information, visit www.brkelectronics.com.

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About BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 50 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products, the most trusted and recognized safety brand in America. BRK® Brands designs and develops innovative safety solutions including Tundra™ Fire Extinguishing Spray, Onelink by First Alert smart home products, a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics® brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit <http://www.firstalert.com>, <http://www.brkelectronics.com> or <http://www.newellbrands.com>.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

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