



Onelink.

---

3901 Liberty Street Road • Aurora, Illinois 60504-8122  
Telephone: 630.851.7330 • Fax: 630.851.9309

**NEWS RELEASE**

**Contacts:**

Gigi Lubin and Christie Hester  
NewsMark  
P: 312-543-8497 or 708-268-9222  
gigi@newsmarkinc.com or christie@newsmarkinc.com

Tim Young  
L.C. Williams & Associates  
P: 312-565-4628  
tyoung@lcwa.com

**First Alert Cracks the Connectivity Code with the New Onelink™ Wi-Fi Safe**  
*Apple HomeKit-enabled Unit Delivers Premium Protection and Peace of Mind*

**(Aurora, Ill.)** Jan. 6, 2016 – Premium protection for prized possessions is now smarter and more convenient than ever, thanks to the latest innovation from the world’s most trusted name in home safety\*. The first to market with Wi-Fi, the Onelink by First Alert® Wi-Fi Safe pairs the brand’s rich heritage of technological ingenuity and safety with Apple’s revolutionary HomeKit technology to deliver a safe that not only secures valuables, but also offers convenient connectivity via the user-friendly Onelink Home App.

“The Onelink by First Alert Wi-Fi Safe is a major modern update to the conventional safe and ushers this product category into the era of smart devices,” said Tom Russo, president of First Alert. “This smart safe provides homeowners and businesses with an unprecedented level of protection along with connected convenience that allows it to be accessed remotely using an iOS device.”

The Onelink Wi-Fi Safe connects remotely via Wi-Fi and Bluetooth 4.0 LE with iOS devices, and can be unlocked securely from the Onelink Home App by entering a passcode or Touch ID. The app also provides users with status alerts and notifications, such as when the safe has been tampered with. Easy and simple set-up configurations within the app allow users to grant access to select friends and family members.

The sleek, battery-operated safe includes a built-in accelerometer that detects motion and alerts users via the app if someone attempts to move or open it. LED lights on the safe indicate when the safe has been successfully locked, if the passcode is correct, if the battery is low and if someone has tampered with the safe. In addition, the safe includes a USB capability to provide a quick power-boost to the safe – ensuring the safe is accessible at any given time. Furthermore, the safe is fire rated and water resistant and offers exclusive bolt down technology, maintaining the 5-year warranty.

“Having the right protection for personal treasures and important possessions isn’t just about security. It’s also about convenience and accessibility when and where you need it,” Russo explained. “With the Onelink Wi-Fi Safe, you no longer have to worry about forgotten combinations or lockouts. And, since the safe is HomeKit-enabled, data is always encrypted and privacy is built in, allowing users to feel secure while benefiting from the convenience of a connected home.”

The Onelink by First Alert Wi-Fi Safe is available in two sizes – a 2.1 cubic foot model and a more compact 1.3 cubic foot model. Coming soon to retailers nationwide the Onelink Wi-Fi Safe is part of a complete line of Apple HomeKit-enabled Onelink connected home products by First Alert. Other Onelink products include a Wi-Fi Smoke and Carbon Monoxide Alarm, Environment Monitor and Thermostat – all designed to work collaboratively with the Onelink Home app and Apple HomeKit-enabled products.

For more information, visit [www.firstalert.com/onelink](http://www.firstalert.com/onelink).

###

*\*First Alert Brand Trust Survey, June 2015 – Results are based on the responses of 1,003 adults, ages 18 and older, living in the United States who completed a telephone survey, June 11-14, 2015. Results are accurate to +/- 3 percentage points with a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey and results, contact Tim Young at LCWA: 312/565-4628 or [tyoung@lcwa.com](mailto:tyoung@lcwa.com).*

#### **About BRK Brands, Inc.**

*BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Jarden Corporation NYSE:JAH, a leading provider of niche consumer products used in and around the home. 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® wireless alarms and 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.jarden.com>.*

#### **About Jarden Corporation**

*Jarden Corporation is a diversified, global consumer products company with a portfolio of over 120 trusted, authentic brands. Jarden's record of strong financial performance and organic growth is supported by a focused operating culture coupled with value enhancing acquisitions and shareholder focused capital allocation. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Envirocooler®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew-Cornell®, Mapa®, Millefiori®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex®, Waddington, Yankee Candle® and YOU®; Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, Dalbello®, ExOfficio®, Fenwick®, Greys®, Gulp!®, Hardy®, Invicta®, Jostens®, K2®, Marker®, Marmot®, Mitchell®, Neff®, PENN®, Rawlings®, Shakespeare®, Squadra®, Stearns®, Stren®, Trilene®, Völk® and Zoot®; and Consumer Solutions: Bonaire®, Breville®, Cadence®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rainbow®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®. Headquartered in Florida, Jarden ranks #348 on the Fortune 500 and has over 35,000 employees worldwide. For further information about Jarden, please visit [www.jarden.com](http://www.jarden.com).*

©2016 BRK Brands, Inc., Aurora, IL 60504. All rights reserved.

First Alert® is a registered trademark of The First Alert Trust, Aurora, IL 60504.

BRK Electronics® is a registered trademark of BRK Brands, Inc., Aurora, IL 60504.

NYSE is a registered service mark of NYSE Group, Inc.