



Onelink.

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NEWS RELEASE

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Amazon Alexa to Be Embedded in Onelink® by First Alert® Smoke + Carbon Monoxide (CO) Alarm

New at CES: Onelink Alarm to Incorporate Embedded Virtual Assistant Technology in Future Generation

(Aurora, Ill.) Jan. 5, 2017 – First Alert’s long history of leadership in fire safety continues at the Consumer Electronics Show 2017 (CES) with the Onelink Smoke and Carbon Monoxide Alarm from the most trusted name in home safety.* The sleek, modern-designed Onelink by First Alert Smoke + Carbon Monoxide (CO) Alarm goes beyond offering the most premium safety smoke/CO sensing technologies and innovative smart home capabilities.

Incorporating Alexa skills gives Onelink owners the ability to check the status of their alarms hands-free, or helps users design a family fire escape plan.

Future generations of the Onelink Smoke + CO Alarm also will feature embedded Alexa, through which users will be able to use hands-free voice commands to stream music, check news and weather, order products online, ask questions, control smart home devices and much more, directly through the alarm.

“First Alert’s history of leadership and innovation in home safety, combined with integration with key connected home platforms, provides consumers with a smart way to protect what matters most,” said Tom Russo, vice president of marketing for First Alert. “In the future, products like alarms, which are installed throughout homes, will become increasingly interactive and give users added convenience while performing their vital life safety function.”

Unlike other smoke and carbon monoxide alarms in the connected home space, hard-wired Onelink devices are designed to work with many existing interconnected hard-wired alarms in the home, allowing consumers to maintain alarms that have not yet expired and not replace all alarms at once, while still enjoying the benefits of connected smart devices. Each alarm automatically activates all other hard-wired alarms in the home when an emergency is detected. Additionally, exclusive voice and location technology alerts users to the type of danger and its location.

“We are working with Amazon, Apple and Google to continue to enhance the Onelink experience across the portfolio, providing unparalleled functionality while prioritizing simplicity for users,” Russo said. “As the leader in the DIY home safety industry, First Alert is proud to offer the most innovative and collaborative portfolio of home safety products that also continue to deliver the latest solutions in terms of technology and performance.”

The Onelink by First Alert Smoke + Carbon Monoxide (CO) Alarm is just one of the latest innovations from the leader in home safety on display at CES at the First Alert Booth (Sands Expo #41330) at CES, in Las Vegas, Jan. 5-8.

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**First Alert Brand Trust Survey, January 2016 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, January 28-31, 2016. 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.*

About BRK Brands, Inc.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For over 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>.

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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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