



Onelink

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NEWS RELEASE

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Onelink 'Safe & Sound' by First Alert®, Your New Best Friend
*This Smoke and Carbon Monoxide Alarm is a Premium Home Speaker
That Has the Google Assistant Built-In*

(Las Vegas – Sands Expo #40737) Jan. 7, 2018 – 'Hey, Google' – you'll like the sound of this. The latest from First Alert will be shown at the 2018 Consumer Electronics Show (CES) – the new Onelink Safe & Sound. This innovative device is a smoke and carbon monoxide (CO) alarm with a superior home speaker and the Google Assistant built in, offering a host of features that put it in a category all its own.

The Onelink Safe & Sound delivers added convenience and enjoyment to every household. The device makes life easier, from playing music with superior sound to offering simple hands-free commands with the Google Assistant to get things done. At the same time, the innovative device continues to protect what matters most, a legacy First Alert has fostered for 60 years, with premium smoke, fire and carbon monoxide functionality.

"First Alert has been at the forefront of emerging technology aimed at helping protect what matters most to our consumers since inventing the world's first residential smoke alarm," said Tom Russo, vice president of marketing and product development at First Alert, the most trusted brand in home safety.* "Building on this legacy, the Onelink Safe & Sound takes home safety to the next level, with added entertainment and lifestyle features that enhance homeowners' daily routines, while providing further convenience and peace of mind."

Intelligent Protection

The new Onelink Safe & Sound provides intelligent smoke and carbon monoxide (CO) protection to ensure that consumers, as well as their loved ones and homes, are protected. The alarm will alert you on your mobile phone in the event of an emergency, whether home or away. The device features exclusive voice and location technology to alert users to the type of danger and its location. In addition, the wireless interconnection feature automatically activates other existing Onelink alarms in the home, sounding as one when an emergency is detected.

Unlike other smoke and CO alarms in the connected home space, the Onelink Safe & Sound is designed to work with many existing, interconnected hardwired alarms in the home, allowing consumers to maintain some alarms they currently have installed in their home. The installation process is easy – the Onelink Safe & Sound takes advantage of a home's existing wiring – and thanks to an integrated adaptor plug, no rewiring is required and the simple app guides the user through the set-up process.

Beyond its smart alarm capabilities, the Onelink Safe & Sound also features a customizable night light, allowing users to select the color tone and brightness to light the way at night for added safety and convenience.

Music to the Ears

Further distinguishing the Onelink Safe & Sound from other smart alarm products are its superior audio capabilities. With proper ceiling installation, the device provides consumers with a superior sound experience in their homes through a natural acoustic backdrop. Once installed, users can simply ask the Google Assistant to play songs from Spotify, Pandora, YouTube or their personal library via Bluetooth to experience immersive, crisp sound, and the Onelink Safe & Sound will fill the room with music.

Talk to the Google Assistant on Your Safe & Sound

Need Assistance? Simply say "Hey Google," to trigger the Google Assistant that's built directly into the new Onelink Safe & Sound. Users can have their own personal Google, right on their ceiling and ask it questions or tell it to do something.

"The Onelink Safe & Sound with the Google Assistant takes our Onelink portfolio to a place it's never been, with a 3-in-1 device offering the Google Assistant, smart protection and a robust home speaker," Russo added. "With these features, the Onelink Safe & Sound is a must-have device for families."

The Onelink Safe & Sound with the Google Assistant is just one of the latest innovations from the leader in home safety on display at the First Alert Booth (Sands Expo #40737) at CES 2018 in Las Vegas, Jan. 9-12, 2018.

To experience the Onelink Safe & Sound with the built-in Google Assistant firsthand, also visit the CES 2018 Google Booth at Central Plaza (#CP-21).

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**First Alert Brand Trust Survey, February 2017 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, February 16-19, 2017. 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 60 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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