



NEWS RELEASE

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With Onelink® Safe & Sound by First Alert®, the Future is Looking Up
*Designed for Ceiling Installation, this Smart Smoke and Carbon Monoxide Alarm
Keeps Getting Better with Expanded Features and Capabilities*

(Las Vegas – Sands Expo #42316) Jan. 7, 2019 – Your home’s ceiling has never looked – or sounded – better! The Onelink Safe & Sound by First Alert is ushering in a ceiling renaissance, with enhanced features to bring safety, convenience and enjoyment to any household.

This 3-in-1 device goes where no smoke or carbon monoxide (CO) alarm has gone before, delivering First Alert’s trusted smoke and CO protection, along with a superior home speaker and today’s most popular virtual assistant technology. In addition, First Alert is developing a new model that includes its Onelink Wi-Fi mesh technology built into the alarm, delivering expanded and stronger Wi-Fi connectivity throughout the home.

“With added entertainment and lifestyle features that include a premium sound speaker and virtual assistant built-in, the Onelink Safe & Sound just keeps getting better,” said Tom Russo, vice president of marketing and new product development at First Alert, the most trusted brand in home safety*. “We’re bringing the most sought-after connected home technology to our customers, while continuing to protect what matters most with First Alert’s premium smoke, fire and carbon monoxide functionality.”

Intelligent Protection by First Alert

The Onelink Safe & Sound provides intelligent smoke and CO protection to help ensure that consumers, as well as their loved ones and homes, are protected. The alarm will alert users on their smart phone in the event of a smoke or CO emergency, whether home or away. Featuring exclusive voice and location technology by First Alert, the Onelink Safe & Sound notifies users to the type of danger (smoke or CO) and its location within the home.

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, including the Onelink Smoke & Carbon Monoxide Alarm, allowing consumers to maintain some alarms currently installed. The installation process is easy, as the Onelink Safe & Sound takes advantage of a home’s existing wiring – and thanks to an integrated adaptor plug, no rewiring is required. 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 that allows users to select the color and brightness 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 its ceiling installation, the device provides consumers with a great sound experience in their homes through a natural acoustic backdrop. Once installed, users can just ask to play or stream music from Amazon Music, Apple Music, Google Play, Spotify, Pandora or their

personal library via Bluetooth. Users will experience immersive, crisp sound, and the Onelink Safe & Sound will fill the room with music thanks to its infinite baffle.

Talk to your Virtual Assistant

Need assistance? Just give a voice command to trigger the alarm's Google Assistant or Amazon Alexa that's built directly into the alarm. With the Onelink Safe & Sound, users have their own personal virtual assistant right on their ceiling, always ready to help. Users can play music or control other smart home devices to adjust the temperature, lighting and more. The Onelink Safe & Sound is an easy way to integrate today's popular virtual assistant technology throughout the home, while also adding smart protection.

In addition, users can take advantage of the Alexa Calling and Messaging features from their Onelink Safe & Sound. Using the Alexa Calling feature is easy. Once a person's contacts are synced with the Alexa app, users can simply ask Alexa to call contacts by name. Users can reach other compatible Alexa devices and most phone numbers in the U.S., Canada and Mexico for free. The Onelink Safe & Sound can also receive calls from select Alexa devices, and will announce the incoming caller along with a green light ring around the device. Users will have the option to answer or ignore the call. If you're away, you can also use the Drop-In feature when you want to connect instantly to your home.

Alexa Messaging on the Onelink Safe & Sound enables easy delivery of messages between Alexa devices. Just ask Alexa to send a message, and a voice recording of your message will be delivered to contacts with compatible Alexa devices or who have the Alexa app. When a message is received, users will hear a chime and see a green light ring on the Onelink Safe & Sound.

Broadcasting is also available on the Onelink Safe & Sound and allows you to deliver certain messages on all compatible devices throughout the home.

Onelink Compatibility for Total Home Safety

Every home has its own desired level of connectivity – and Onelink offers a customizable solution for all. The Safe & Sound seamlessly integrates with other Onelink products such as the new Onelink Smoke & CO Alarm for total home protection. The Onelink Smoke & CO Alarm provides the same level of protection against the threats of smoke and CO, but without the integrated virtual assistant, making it an ideal supplemental alarm for rooms or areas of the home that already have an Alexa or Google Assistant device installed – or where virtual assistant technology is not desired. When wirelessly interconnected, both the Onelink Safe & Sound and Smoke & CO alarms will sound and notify the user in the event of a smoke or CO emergency.

“Onelink is what the future of safety and entertainment looks – and sounds – like,” Russo added. “Welcome to the next level of home.”

The Onelink Safe & Sound by First Alert is just one of the latest innovations from the leader in home safety on display at the First Alert Booth (Sands Expo #42316) at CES 2019 in Las Vegas, Jan. 8-11, 2019. For more information, visit <http://onelink.firstalert.com>.

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**First Alert Brand Trust Survey, February 2018 – Results are based on the responses of 1,000 adults, ages 25 and older, living in the United States who completed an online survey, February 15-19, 2018. Results are statistically significant at 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 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>.

About Newell Brands

Newell Brands (NASDAQ: 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®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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