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## NEWS RELEASE

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### FIRST ALERT URGES CONSUMERS TO ‘DOUBLE TEAM THEIR SAFETY’ FOR FIRE PREVENTION WEEK THIS OCTOBER

*New 10-year Dual Sensor Alarm from First Alert Provides Maximum Protection and Better Detection*

**(Aurora, Ill.)** Oct. 8, 2015 – It’s a dangerous scenario that is, unfortunately, all too common – a homeowner deliberately deactivates a sounding smoke alarm and leaves the device disabled, opening up the entire household to a high risk potential for undetected smoke and fire. According to the National Fire Protection Association (NFPA), three out of five home fire deaths result from fires in properties without working smoke alarms – often due to missing alarm batteries from intentional device deactivation\*.

In honor of Fire Prevention Week this month, First Alert, the most trusted name in home safety\*\*, is encouraging consumers to “Double Team Their Safety” by updating their homes with the new First Alert 10-Year Alarm Life Dual Sensor Smoke & Fire Alarm.

Featuring Smart Sensing Technology to better detect slow smoldering and fast-flaming fires, the First Alert 10-Year Alarm Life Dual Sensor Smoke & Fire Alarm is the only dual-sensor product on the market to feature a 10-year sealed lithium battery. The alarm better detects real threats and helps to combat false or “nuisance” alarms that may lead to device deactivation – all while providing a decade of protection without the need for battery replacement. It also signals an end of life warning, notifying consumers when it needs replacement.

The NFPA and other local and national safety advocates recommend installing dual-sensor alarms because they provide the best potential for early detection of all types of common household fires while helping to reduce the number of non-emergency or nuisance alarms.

“Our goal during Fire Prevention Week and throughout the year is to educate consumers about the unpredictability of home fires and to give them the information and tools they need to better protect their homes and families,” said Tom Russo, vice president of marketing for First Alert. “A dual-sensor smoke alarm with a sealed 10-year battery meets both consumer demand and expert recommendations for optimal home fire safety.”

In addition to offering premium protection and added convenience for consumers, the alarm’s non-removable, 10-year battery also is required of battery-operated alarms in many parts of the country. Several states, including California, Florida, Georgia, Louisiana, Maryland and Oregon, as well as the cities of Indianapolis, Louisville, Milwaukee, New York City, Philadelphia and Phoenix, recently have passed laws requiring 10-year battery smoke alarms in various types of residential buildings.

To ensure your family and home are best protected from fire, First Alert advises following guidelines set by the U.S. Fire Administration (USFA), which recommends that homes have smoke alarms installed inside every bedroom, outside each sleeping area and on every level of the home, including the basement, and one CO alarm on each level and in each sleeping area. To put this into perspective, the average-sized home in America – a two-story, three-bedroom house – needs a minimum of five smoke alarms and four carbon monoxide alarms.

“Each year nearly 3,000 Americans die from home fires\*\*\*,” added Russo. “Our goal is to bring these numbers down by continually educating consumers about the dangers of fire and teaching them how to protect themselves, their families and their homes.”

The new First Alert 10-Year Alarm Life Dual Sensor Smoke & Fire Alarm is available through mass merchants, hardware stores, home centers nationwide and our e-commerce partners. To learn more about 10-year alarms and alarm laws in your state, or tips for protecting your family from smoke, fire and carbon monoxide, visit the First Alert website at <http://www.firstalert.com>.

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\* “Smoke Alarms in U.S. Home Fires,” *National Fire Protection Association*;  
<http://www.nfpa.org/~media/files/research/nfpa-reports/fire-protection-systems/ossmokealarms.pdf>

\*\*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).*

\*\*\*National Fire Protection Association ([www.nfpa.org](http://www.nfpa.org))

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

*BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Jarden Corporation (Rye, NY) 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®, K2®, Marker®, Marmot®, Mitchell®, PENN®, Rawlings®, Shakespeare®, Squadra®, Stearns®, Stren®, Trilene®, Völk® and Zoot®; and Consumer Solutions: Bionaire®, 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).

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