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NEWS RELEASE

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NEW SMOKE ALARMS SCORE A '10' IN SAFETY

*First Alert Introduces Multiple New Smoke Alarms with 10-year Battery,
Plus New 10-year Digital Carbon Monoxide Alarm*

(Aurora, Ill.) Oct. 8, 2015 – First Alert, the most trusted name in home safety* and the company that developed the first residential smoke alarm in 1964, is releasing three new alarms that offer 10 years of protection– including the first-ever commercially available photoelectric and ionization dual-sensor smoke alarm with a 10-year, sealed battery.

These new alarms are important technological developments for any property owner. Deaths from fires and burns are the third leading cause of fatal home injury in the U.S., claiming the lives of thousands each year**, while CO poisoning is the number one cause of accidental poisoning in the United States and is responsible for an average of 450 deaths each year, according to the *Journal of the American Medical Association*.

Dual Sensor Alarm with 10-Year Battery Offers Maximum Protection

Consumers can now purchase one device that offers the highest level of protection against both smoldering and fast-flaming fires and renders battery removal and replacement a thing of the past. The First Alert 10-Year Alarm Life Dual Sensor Smoke & Fire Alarm (model #SA3210) incorporates Smart Sensing Technology to deliver maximum home protection from any type of fire. The 10-year battery and dual photoelectric and ionization sensors meet both consumer demand and expert recommendations for optimal home fire safety.

The National Fire Protection Association (NFPA) and other local and national safety advocates recommend having dual-sensor alarms because they provide the best potential for early detection of all types of common household fires while reducing the number of non-emergency or nuisance alarms.

“We know that convenience and ease-of-use are top of mind given the nature of our fast-paced lives,” said Tom Russo, vice president of marketing for First Alert. “We value safety, but it’s in our nature to take certain things for granted. That’s why First Alert makes it a priority to provide fire safety products that require minimal maintenance but provide maximum protection. With our new 10-year dual-sensor alarm, we’ve covered all bases in one revolutionary package.”

Distinguishing this alarm from other dual-sensor offerings is its power source – a non-removable, 10-year battery. Sealed into the device, the battery is designed to last for the duration of the alarm’s effective life without ever needing to be replaced.

Combination of Safety, Style and Long-Lasting Protection

Packing all the power of an advanced photoelectric smoke alarm into a miniature design, First Alert's 10-year sealed battery Atom alarm (model #P1010) reinforces the brand's reputation as an innovation leader. Weighing in at less than three ounces, the Atom is the smallest alarm available from First Alert with a micro design that blends seamlessly into any wall or ceiling. Its design-oriented elements also include an attractive, dust-resistant mesh screen.

In addition to its minimalist, non-intrusive design, the 10-year sealed battery Atom also features an advanced smoke entry system designed to reduce the chances of false alarms, along with a loud, penetrating siren. The alarm's sealed battery provides continuous protection and eliminates the need to ever replace batteries. Upon its expiration, the alarm emits an end-of-life signal notifying residents that it needs to be replaced.

"First Alert's 10-year sealed battery Atom alarm offers the latest in performance and décor, for those who are conscious of today's trend toward more streamlined profiles," said Russo. "This fire safety innovation goes beyond traditional perceptions of safety products. Its compact, award-winning design delivers all the power of the most advanced photoelectric smoke alarms available on the market."

In addition to adding convenience for consumers, alarms with 10-year batteries – such as the First Alert 10-year sealed battery Atom alarm and the First Alert 10-year Alarm Life Dual Sensor Smoke & Fire Alarm – also are required 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, have recently passed laws requiring 10-year battery smoke alarms in various types of residential buildings.

Easy-to-Read Protection Against CO Poisoning

On the heels of these innovations, First Alert also has added a new carbon monoxide alarm to its expanding portfolio of 10-year offerings. The First Alert 10-Year Alarm Life Sealed Battery Compact Carbon Monoxide Alarm (model #CO710) is the first solely battery-powered 10-year CO alarm from First Alert with a digital display that shows detected CO levels in parts per million.

Often dubbed "the silent killer," CO is a colorless and odorless gas that is impossible to detect without an alarm. Compounding the issue and concern is that CO poisoning is notoriously difficult to diagnose – often until it's too late. The symptoms mimic those of many other illnesses including nausea, headaches, dizziness, weakness, chest pain and vomiting. In more severe poisoning cases, people may experience disorientation or unconsciousness, or suffer long-term neurological disabilities, cardiorespiratory failure or death.

"Protection against CO is important all year, but especially in the winter months when many of us turn to alternative heating sources we might not use at other times of the year," explained Russo. "This alarm is ideal for the homeowner seeking maximum information with minimal maintenance."

Featuring an easy-to-read, backlit digital display, the device monitors and reports accurate carbon monoxide levels, along with room temperature and the remaining life of the alarm. Adding to its appeal is an integrated, non-removable 10-year battery that delivers power for the life of the alarm while eliminating the hassles and concerns related to battery replacement and removal.

The new First Alert 10-Year Alarm Life Dual Sensor Smoke & Fire Alarm, First Alert 10-year sealed battery Atom and 10-Year Alarm Life Sealed Battery Compact Carbon Monoxide Alarm are available through mass merchants, hardware stores and home centers and First Alert e-commerce customers nationwide. For more information on photoelectric and ionization technologies, 10-year

batteries or to learn more about protecting your family from smoke, fire and carbon monoxide, visit the First Alert website at <http://www.firstalert.com>.

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**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.*

*** U.S. Centers For Disease Control and Prevention, 2010-2011*

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>.

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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: 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.

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