



Onelink.

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NEWS RELEASE

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Onelink by First Alert® Brings Common Sense to the Smart Home Revolution *Apple® HomeKit-Enabled Smoke + Carbon Monoxide Alarm Connects You to Your Home*

(Aurora, Ill.) November 24, 2015 – Smart meets simple in the latest innovation from Onelink by First Alert. Pairing First Alert's legacy of safety and innovation with Apple's revolutionary HomeKit technology, the new HomeKit-enabled Onelink by First Alert® Wi-Fi Smoke + Carbon Monoxide (CO) Alarm – debuting this month – sets the stage for a new era of safe, secure, easy-to-use and simple connected homes. The product is offered in both hardwire (with 10-year sealed battery back-up) and 10-year sealed battery versions to accommodate different consumer needs and building requirements.

The intuitive, easy to install two-in-one alarm protects against threats of smoke and CO and conveniently notifies users on their iOS devices (iPhone, iPad and iPod touch) or Apple Watch. The alarm can also be easily tested or silenced using the Onelink Home app. Siri voice commands allow users to check the status of their detector and ask if an alarm was triggered. Since the Onelink Alarm is HomeKit-enabled, privacy is built in and data is always encrypted, allowing users to feel secure while benefiting from the convenience and safety of a connected home.

"Our homes will continue to get smarter," said Tom Russo, president of Jarden Safety & Security, maker of Onelink by First Alert, the most trusted name in home safety. "We want to make sure that smart doesn't come at the expense of simplicity, and that data privacy remains of the utmost importance. These priorities perfectly align our Onelink portfolio of smart products with the unparalleled simplicity and security of Apple HomeKit technology."

Purposeful Connection. Smarter Protection.

The new HomeKit-enabled Onelink by First Alert Wi-Fi Smoke + CO Alarm features the latest safeguards and sensing technologies to better protect consumers, their families and their homes.

The revolutionary Wi-Fi Smoke + CO Alarm is the first on the market to feature a 10-year sealed lithium battery that lasts the life of the alarm. By utilizing photoelectric broad-based technology in conjunction with our patented smoke entry system, it is efficient at detecting both smoldering and fast-flaming fires, while being less prone to nuisance alarms.

With the 10-year sealed battery feature, the user has no need or ability to remove the battery, meeting consumer demand for convenience and enhancing safety while also eliminating the cost and hassle of battery replacements.

“Ten-year protection is a growing priority for consumers because of the convenience and peace-of-mind it provides,” said Russo. “Of course, those who are interested in connected home products want the best level of protection, and our Onelink by First Alert Wi-Fi Smoke + CO Alarm offers our patented smoke entry system in conjunction with data privacy and convenience.”

Unlike other smoke and carbon monoxide alarms in the connected home space, the Onelink by First Alert Wi-Fi Smoke + CO (hardwire) Alarm is designed to work with most existing interconnected hardwired alarms in the home, so users do not have to replace all existing functioning alarms at once, and can do so over a period of time. All Onelink alarms are designed to wirelessly interconnect through our unique Bluetooth mesh system with other Onelink alarms in the home when an emergency is detected.

Furthermore, the alarm features voice and location technology that specifies the type of danger (smoke or CO) and its specific location, so users can plan the safest escape route. Additional features include multiple language set-up (English and Spanish) and the ability to dim the brightness of the LED ring night light through the Onelink Home app or by utilizing Siri for added convenience with the hardwire version.

“Each year, nearly 3,000 Americans die from home fires, while carbon monoxide poisoning claims approximately 450 lives**,” noted Russo. “With our new Onelink by First Alert Wi-Fi Smoke + CO Alarm, we are enhancing home safety within the connected home space to offer today’s consumers a complete solution they can trust to help protect what matters most.”

Compatibility. Convenience. Confidence.

The HomeKit-enabled Onelink by First Alert Wi-Fi Smoke + CO Alarm is designed to seamlessly integrate with a growing number of HomeKit accessories and future Onelink devices to create a comprehensive smart home, linking users to their homes via the Onelink Home app on their iOS device (iPhone, iPad and iPod touch) or Apple Watch. Soon, users will even be able to connect to and control these devices through scenes, using the convenience of Siri voice commands.

“Sophisticated simplicity and unmatched data privacy are at the heart of the entire Onelink by First Alert platform,” said Russo. “If users are going to start making their homes smarter it makes sense to begin with safety and protection.”

The first of a complete line of HomeKit-enabled connected home products from First Alert, the Onelink by First Alert Wi-Fi Smoke + CO Alarm currently is available at Lowe’s and Amazon.com, and will be available on Apple.com in time for the holidays – with availability at Apple stores nationwide soon thereafter. Future Onelink products will include a Wi-Fi Environment Monitor, Safe and Thermostat – all designed to work collaboratively with the Onelink Home app.

For more information, visit www.firstalert.com/onelink.

**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.*

****National Fire Protection Association**

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®, Jostens®, K2®, Marker®, Marmot®, Mitchell®, Neff®, 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.

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