



NEWS RELEASE

Contacts:

Rebecca Raudabaugh or Lindsey Lucenta
L.C. Williams & Associates
P: 312-565-3900 or 800-837-7123
E: rraudabaugh@lcwa.com or llucenta@lcwa.com

First Alert® Rethinks Connectivity with Innovative Solution for Strong, Secure Internet *Eliminating the Need for Additional Boosters, Game-Changing Surround Wi-Fi* *Embedded Directly Into Onelink® Alarms*

(Las Vegas – Sands Expo #42316) Jan. 7, 2019 – As the smart home landscape continues to evolve and more connected home products are developed every day, can your internet keep up? To ensure devices remain both connected *and* secure, First Alert is introducing CES attendees to its Onelink Surround Wi-Fi mesh solution, soon available as an embedded feature within Onelink smoke and carbon monoxide alarm products such as the Onelink Safe & Sound alarm – eliminating the need for additional Wi-Fi boosters or devices while also helping protect user data.

“As our homes become increasingly connected via smart home products, the ‘need for speed’ has never been more critical – but it shouldn’t come at the expense of security,” said Tom Russo, vice president of marketing and new product development at First Alert. “As a company rooted in home safety, offering a secure Wi-Fi mesh solution within an essential home device is a natural step for the Onelink by First Alert brand, helping our customers protect what matters most and taking full advantage of what voice services, like Amazon Alexa, for example, can offer.”

True to First Alert’s legacy of home safety and protection, the Onelink Surround Wi-Fi places a premium on security by creating a closed, private network to help detect and prevent cyber-threats and hacks. The technology scans every outbound connection from the network to analyze URLs and IP addresses to detect malicious traffic and infected machines. Users are notified of any potentially suspect activity and, if restricted settings are enabled, it can block any questionable content.

Less Is More

U.S. homes currently have an average of seven-to-10 connected devices, according to the Organization for Economic Co-operation and Development. This number of connected devices is expected to triple in the next couple of years alone, with the rise of virtual assistants, internet/streaming TV, smart home and wearables. Unlike competitor Wi-Fi products, First Alert’s Wi-Fi mesh is a streamlined solution that eliminates the need for extraneous equipment, and frees power outlets for other uses.

“The initial launch of our Wi-Fi mesh solution is just the beginning of a year in which Onelink will profoundly transform the home networking market as we know it,” Russo added. “This technology leverages our strategic footprint in millions of homes with wired smoke alarms, offering greater functionality with no additional footprint.”

“The Onelink Safe & Sound alarm combines safety and connectivity with the convenience of voice control,” said Pete Thompson, VP of the Alexa Voice Service. “We’re excited to work with First Alert and bring customers new ways to integrate Alexa into their homes to control smart devices and more – hands-free.”

Building on Best Practices

Embedding Wi-Fi mesh into Onelink alarms offers more than just convenience. Because Onelink alarms are hardwired directly into the home's power source, as opposed to plug-in routers, the connection does not run the risk of being accidentally unplugged or short-circuited due to overloaded outlets. Furthermore, its ceiling placement adds beam-forming and line-of-sight benefits, bringing best practice tactics found mostly in commercial buildings into the residential space. These allow Onelink to send the network signal in-between floors, eliminating "dark zones" of safety and connectivity.

Have It Your Way

Every home has its own desired level of connectivity and needs – and Onelink offers a customizable solution for all. In addition to embedding the Wi-Fi mesh technology within the Onelink alarms, such as the Safe & Sound, the technology is also offered through the new Onelink Surround Wi-Fi system.

The Onelink Surround Wi-Fi system includes two ceiling-mount Safe & Sound alarm units that are hardwired and one base node which should be connected to the home's router. The units are in constant communication with one another via a wired backhaul, preventing congestion and directing maximum internet speeds to the locations where it's needed most. The resulting network blankets the home with consistent Wi-Fi coverage, enabling users and devices to get online – and stay online – faster and easier.

"First Alert's legacy in home safety and delivering high-quality life safety products elevates its mesh technology beyond any other Wi-Fi booster product on the market," Russo said. "From our premium smoke and carbon monoxide (CO) alarms to our new Wi-Fi solution, First Alert is always working in the background to keep you, your family and your data safe."

First Alert will demonstrate the Wi-Fi mesh capabilities of Onelink 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.*

***Source: Organization for Economic Co-operation and Development*

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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