



NEWS RELEASE

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New Onelink® by First Alert Bell® Gives Eyes and Ears to Front Door *New Smart Doorbell Added to Onelink Connected Home Portfolio*

(Las Vegas – Sands Expo #42316) Jan. 7, 2019 – Whole home safety starts at the front door. With this in mind, First Alert, the most trusted brand in the home safety*, is giving CES attendees a glimpse of the latest addition to its portfolio of Onelink® connected home products – the Onelink Bell smart doorbell system.

In addition to premium features that include 1080 HD live video, in-home and mobile motion detection alerts and two-way audio, the Onelink Bell interconnects with other Onelink devices like the Safe & Sound 3-in-1 alarm, making homes even safer and smarter. All of these capabilities are packed into a modern, elegantly designed doorbell that blends in well with any style home.

“The Onelink Bell incorporates front door safety into the smart home system, giving homeowners the peace of mind of knowing who is at their door and when, whether they are at home or away,” said Tom Russo, vice president of marketing and new product development at First Alert. “And they’ll especially love the added convenience of customizable alerts that chime through other Onelink products throughout the home, as well as on mobile devices.”

Full Smart Home Integration, Easy Installation

The Onelink Bell takes the smart doorbell to the next level, offering wireless connectivity with other Onelink devices in the home. Front door alerts automatically activate other compatible Onelink alarms in the home, sounding as one when activity is detected at the front door. The Onelink Bell is also compatible with Amazon Alexa and Google Assistant, so users can ask their virtual assistant what’s going on outside and have it report back.

The installation process is easy and DIY – simply connect the Onelink Bell to existing doorbell wiring. The Onelink Home app will guide users through the quick set up process.

Answer Your Door from Anywhere

The Onelink Bell lets homeowners see and talk to whoever is at the front door, whether home or away. With advanced motion detection, the Bell will alert users on their smartphone of any movement near the home. Live 1080 HD video streams directly to users’ mobile phones or tablet, showing a 180-degree view of exactly what is taking place at the front door. Infrared night vision also provides around-the-clock footage. Using the Onelink Home app, homeowners can customize the motion zones to designate which areas they want to monitor closely and what alerts they wish to receive. The unit is weather-resistant and delivers clear footage no matter the forecast.

Equipped with speakers and a built-in microphone, homeowners and visitors can hear each other and talk back, no matter where they are. Two-way audio offers added convenience, allowing residents to respond on their phone or through their Onelink Safe & Sound alarm to greet people at the door. In addition, the Onelink Bell also offers pre-recorded messages for common phrases, such as “I will be right there,” or “Please leave the package at the front door.”

The Onelink Bell also includes a subscription service that stores up to 30 days of recorded videos in the cloud. Users can view videos in real time or play them back later.

“Onelink products are designed for easy integration into any home, providing users with the level of smart technology that best suits their needs and lifestyle,” Russo added. “By seamlessly working together, Onelink builds upon First Alert’s legacy of home safety with a one-stop solution that delivers convenience, protection and peace-of-mind.”

The Onelink Bell 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 Booth #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>.

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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®, 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.

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