

NEWS RELEASE

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**FIRST ALERT LAUNCHES NEW LINE OF CO ALARMS FEATURING
ADVANCED, ELECTROCHEMICAL SENSING TECHNOLOGY*****Product Line Includes Battery, Plug-In and Explosive Gas/CO Models***

Aurora, Ill. (Nov. 1, 2006)—Representing its most expansive new product launch in the carbon monoxide (CO) alarm category in more than a decade, BRK Brands, Inc., the maker of First Alert[®]-branded home-safety products, introduces a new CO alarm series featuring a modern, sleek design and advanced electrochemical sensing technology.

The next generation electrochemical sensing technology featured in the new First Alert product line uses a highly accurate sensor designed to function across a wide range of temperatures and humidity. And electrochemical-sensing technology uses less power than other sensor types.

“These new alarms have been developed for homeowners, landlords and property owners who want the peace of mind that comes with the newest sensing technology available for increased accuracy,” said Debbie Hanson, BRK Brands/First Alert director of external affairs. “There is growing awareness among consumers about the dangers posed by accidental carbon monoxide poisoning, and First Alert will continue to provide the industry with the latest technologies and advancements to reduce the threat from this insidious gas.”

According to a study by the Centers for Disease Control and Prevention (CDC), 500 people die from CO poisoning every year and more than 15,000 Americans get sick from this odorless, toxic gas. The threat of death or injury posed by CO poisoning is leading many states and municipalities to pass legislation requiring the installation of

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CO alarms. States that have CO alarms laws in effect for homes include Connecticut, Illinois, Massachusetts, Minnesota, New Jersey, New York and Vermont.

The new line of UL-listed CO alarms featuring electrochemical-sensing technology conforms to new CO standards and includes the following models:

- Model CO400 Battery-Operated CO Alarm
- Model CO410 Battery-Operated CO Alarm With Digital Display
- Model CO600 Plug-In CO Alarm
- Model CO605 Plug-In CO Alarm With Battery Backup
- Model CO615 Plug-In CO Alarm With Digital Display and Battery Backup
- Model GCO1CN Explosive Gas/CO Plug-In Alarm with Battery Backup

Each new model features a sleek, modern design—about one-third smaller than competitive units and other older First Alert models—that fits with a home's décor while maintaining a high-tech look. The alarms also feature microprocessor technology, which is a “smart-sensing” microprocessor that automatically runs self-check tests on the alarm functions to ensure all are working properly.

Backed by a five-year limited warranty, the new CO alarm series is available at mass, department, home center and hardware stores throughout the nation. The suggested retail price for the alarms in the series ranges from \$24.99 to \$62.99.

For more information on home safety, visit the First Alert website at www.firstalert.com.

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 nearly 40 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products including smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders. Such products are also manufactured and marketed under the BRK Electronics® brand for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit www.firstalert.com, www.brkelectronics.com or www.jarden.com.

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