

NEWS RELEASE

Media Contact: Mary Brophy
P: 920/453-6415
E: mbrophy@jacobsonrost.com

Media Contact: Gigi Lubin
P: 773/549-0000, ext. 102
E: gigi@newsmarkinc.com

FIRST ALERT ONELINK ALARMS PROVIDE WHOLE-HOME SAFETY

When One Alarm Sounds, All Alarms Enabled with First Alert ONELINK Technology Respond in a Fire or Carbon Monoxide Emergency

Aurora, Ill. – BRK Brands, Inc., the maker of First Alert®-branded home-safety products, introduces a new smoke and carbon monoxide (CO) alarm series providing homeowners with whole-home safety in fire and CO emergency situations. The new alarm series uses First Alert ONELINK® Technology, which allows homeowners to create a network of alarms that “talk” to each other with no wiring required. When one alarm sounds, all alarms respond, providing an immediate warning and giving everyone in the home a better chance of hearing the alarms and reacting quickly.

Upgrading to a whole-home safety network is easy. Homeowners simply install two or more battery-operated, First Alert ONELINK alarms in different areas of their homes. Until ONELINK alarms, having hardwired alarms was the only way to ensure all alarms sounded when one detected smoke or CO.

“Now consumers can easily install alarms enabled with First Alert ONELINK Technology by themselves and immediately achieve the benefits of whole-home safety,” said Debbie Hanson, BRK Brands/First Alert® director of external affairs. “These new products make it possible for *all* homeowners to have the best in whole-home safety without huge costs or hassles, whether it’s by adding ONELINK alarms to create an interconnected alarm network for the first time or adding these alarms to expand your hardwired network.”

To set up an alarm network in a dwelling with no existing hardwired components, homeowners simply install or replace existing safety products with First Alert ONELINK

- more -

FIRST ALERT / Page 2

smoke, CO or combination alarms. As long as all alarms are enabled with ONELINK Technology, they all will respond when one sounds.

Adding additional alarms enabled with ONELINK Technology to existing 120V AC hardwired smoke and CO alarms is just as easy. First, homeowners install the desired number of battery-operated ONELINK alarms. Then they replace one existing 120V AC hardwired alarm with a First Alert ONELINK 120V AC Hardwired Smoke Alarm. This new alarm then communicates with the other existing hardwired alarms, expanding the alarm network.

When both smoke and CO alarms enabled with ONELINK Technology are installed, all are capable of alerting consumers to both fire and CO situations, regardless of what type of alarm they are. The products are equipped with Microprocessor Technology, which is a “smart-sensing” microprocessor that distinguishes between smoke and CO and initiates distinct alert signals for each type of incident when activated.

The First Alert ONELINK products available nationally at Ace, Kmart, Sears and some Wal-Mart stores include:

- Battery-operated smoke alarm model SA501CN
- 120V AC hardwired smoke alarm model SA521CN
- Battery-operated talking smoke/CO combination alarm model SCO501CN
- A 2-pack starter kit of battery-operated smoke alarms model SA501CN-2

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.

###