



Omaha Steaks Partners with the Crock-Pot® Brand to Launch Co-branded Line of Crock-Pot® Meals for the Slow Cooker

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Omaha, Neb. Nov. 17, 2016) – Omaha Steaks®, a fifth generation family-owned company and the nation's leading provider of exceptional grain-fed beef and premium gourmet foods, announced today that it has entered into an exclusive strategic alliance with the Crock-Pot® brand to launch a new line of meals. The two iconic brands, Omaha Steaks and Crock-Pot®, will co-brand the new meals which are specifically designed to make preparing high-quality family meals convenient and easy using the slow cooker.

"Our brands align perfectly to bring busy families food and convenience they'll love. We've learned busy families continue to struggle to bring delicious meals to the dinner table. These innovative meals have everything included and ship directly to the customer, so they're ready for the dinner table anytime," said Todd Simon, Senior Vice President and Family Owner of Omaha Steaks. "We have partnered to create easy gourmet meals at a great value using the best quality ingredients and our premium proteins for a variety of classic meals that kids and parents will love, backed by our 100 percent guarantee."

The new partnership expands Omaha Steaks current meal offering, providing consumers with high-quality, frozen, ready-to-cook meals for the slow cooker. The new Omaha Steaks Crock-Pot® meals, which are available on OmahaSteaks.com, include:

- Asian Beef Short Ribs
- Beef Bourguignon
- Chicken and Dumplings
- Cuban Mojo Pork
- Rustic French Stew
- Rustic Italian Beef Stew
- White Chicken Chili

"We are excited to partner with Omaha Steaks. Just like the Crock-Pot® brand they are committed to offering consumers quality time-saving meal solutions," said Carlos Coroalles, Vice President, Brand and Strategic Alliances, Newell Brands Consumer Solutions. "By combining Omaha Steaks premium ingredients in a Crock-Pot® slow cooker we've done all of the work for you. Each meal is designed for perfect results every time."

"We've not only eliminated the need to spend time shopping for ingredients and preparing the meal, but also relieved the pressure some families feel to use up ingredients expiring in the fridge, or rush to prepare meal kits from subscription services before they go bad," Simon said. The new Omaha Steaks Crock-Pot® meals can be ordered on demand, stored in the freezer, and are available without signing up for a subscription service.

The company plans to expand the Omaha Steaks Crock-Pot® meals offering with additional meal options in the new year. "We intend to create a community around these meals and work with our customers and Crock-Pot® slow cooker enthusiasts to continuously develop new and exciting meals," Simon added.

The new Omaha Steaks Crock-Pot® meals broaden Omaha Steaks meal offering, which already includes premium beef, poultry, pork and seafood, as well as delicious side dishes, desserts and appetizers.

These products will be available exclusively through Omaha Steaks who will market the collections online and at its 70+ retail locations nationwide. For more information about Omaha Steaks new Crock-Pot® slow cooker meals, visit www.OmahaSteaks.com.

About Omaha Steaks

Omaha Steaks, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company that markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, side dishes, appetizers, complete meals and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

About Newell Brands

Newell Brands (NYSE: 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®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.