



Onelink Safety App Delivers Powerful, Practical Personal Protection

June 22, 2016

Safety App Equips Apple Watch, iPhone with 24/7 Emergency Notification Service

(Aurora, Ill.) June 22, 2016 – Walking alone late at night? Jogging early in the morning? Unfamiliar with new surroundings? For life's sticky situations, the new **Onelink Safety App** is an ideal companion that goes where you go and provides the peace of mind that emergency assistance is only a Siri voice command away.

The intuitive app acts as a "safety concierge" that connects users to emergency contacts when an urgent need arises and provides valuable information so that help can be dispatched if needed. In case of emergency, a user can send an alert through the Onelink Safety App via a Siri command or a tap on a connected Apple Watch or iPhone. The app automatically delivers the device's location through live GPS tracking, as well as the user's profile to up to five pre-set recipients.

Friends and family members can respond by in-app texting with a number of prompted pre-set responses, ranging from "Are you okay?" and "Are you hurt?" to "On my way" and "I'm calling 911" thanks to push notifications and GPS tracking and ability to view map with contact's location. The original sender then has the option to choose from a number of pre-set indicators, including "In danger, call 911" and "I need help," or "I'm not hurt" to keep his or her contacts informed. In addition to these emergency responses, the app also allows users to send check-in notifications to multiple contacts, using prompted pre-set responses like "Checking in."

"With Onelink, you are always connected and protected," said Tom Russo, president of First Alert. "Having this app gives users easier access to help and the ability to check in with friends and loved ones while on the move – or notify them in case of an emergency."

Ideal for people with active lifestyles, as well as those who live alone or travel frequently, the Onelink Safety App is designed to provide an enhanced sense of security by connecting users to help quickly and efficiently.

Set-up is seamless and includes uploading a personal profile with name, date of birth and physical descriptors, including height, weight, eye and hair color, which the recipient can provide to emergency responders if necessary.

"First Alert is committed to safety, including personal safety, so an introduction into the personal safety space is a natural extension for the brand," said Russo. "Like all of our products, the Onelink Safety App is designed to help people protect what matters most."

The Onelink Safety App works exclusively with iOS devices and is available through the Apple App Store for \$1.99 plus tax per month and also offer a free one-month trial. The Onelink by First Alert brand also includes a portfolio of Apple HomeKit-enabled connected home products: the Onelink by First Alert Smoke + Carbon Monoxide Alarm and Environment Monitor.

For more information about the Onelink Safety App and the Onelink by First Alert portfolio of products, visit www.firstalert.com/onelink.

**First Alert Brand Trust Survey, June 2015 – Results are based on the responses of 1,003 adults, ages 18 and older, living in the United States who completed a telephone survey, June 11-14, 2015. Results are accurate to +/- 3 percentage points with 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 and 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 50 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® wireless alarms and 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 (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®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

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