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NEWS RELEASE

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BRK Provides Builders with Ease and Efficiency at International Builders' Show *Trusted Leader in Home Safety to Showcase 10-Year Battery Smoke and CO Alarm*

(Aurora, Ill.) Dec. 28, 2016 – It's now easy for builders to comply with the increasing number of state building codes requiring 10-year smoke and carbon monoxide detection with the BRK SC9120LBL 10-Year Hardwired Smoke and CO Alarm. This alarm, which serves as the total package for builders, is just one of BRK's many solutions that will be on display in the BRK Brands booth (#W5882) at the 2017 International Builders' Show in Orlando, Fla., January 10-12, 2017.

"Our goal with this product is to provide builders with an easy-to-install alarm that provides the highest levels of protection technology for their projects and clients," said Mark Devine, senior vice president of marketing at BRK Brands.

Designed for all builder applications and tested to the highest industry standards, the alarm features two-in-one, hassle-free protection that saves time and money by reducing wiring and eliminating the need for multiple alarms, while providing builders with an effortless installation process with signature Perfect Mount capability. With a lithium battery that lasts the entire life of the alarm, it also eliminates the risk of ever having an alarm deactivated due to battery removal. In addition, the alarm's Smart Sensing Technology delivers trustworthy home protection from any type of fire.

The BRK 10-Year Hardwired Smoke and CO Alarm further raises the bar by also incorporating 10-year battery backup technology, not only for smoke detection but also for carbon monoxide, providing builders in any of the 40 states (and counting) that require carbon monoxide detectors to be installed in new residences with a significant advantage. It uses an electrochemical carbon monoxide sensor – the most accurate technology available, allowing homeowners to capture and retrieve the highest CO levels recorded in their home through the peak function.

"With constantly evolving technology and the need to comply with ever-more complicated building codes, safety and simplicity have never been more important to our valued customers in the building industry," said Devine. "By installing hardwired smoke and CO alarms with 10-year battery backup, building professionals can stay up to code while greatly increasing a home's safety in an efficient, cost-effective manner."

The SC9120LBL, along with BRK's complete portfolio of home safety products, which includes a variety of products to fit any build, will be on display during IBS in Booth #W5882. For more information, visit www.brkelectronics.com.

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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 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>.

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.

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