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NEWS RELEASE

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Ensure Ultimate Protection – and Easy Code Compliance – with BRK Brands *Home Safety Expert Unveils Newest 10-Year Battery Smoke and CO Alarms*

(Denver, Colo. – Apartmentalize Show Booth #1669) Jun. 27, 2019 – Looking for the total package? Look no further. BRK’s selection of 10-year smoke and carbon monoxide (CO) alarms is designed for multi-family applications and tested to the highest industry standards. With a lithium battery that lasts the entire life of the alarm, 10-year alarms also eliminate the risk of ever having an alarm deactivated due to battery removal – improving protection in your properties and saving both time and money. See for yourself when BRK/First Alert unveils the latest 10-year alarm lineup at the 2019 Apartmentalize Show, sponsored by the National Apartment Association, in Denver Jun. 27-28, 2019

Alarm maintenance and battery replacements are both costly and time consuming for facilities and maintenance teams. Eliminate the hassle and scheduling headaches with residents by installing 10-year sealed battery or battery backup alarms. In 10-year models, the battery is designed to last the life of the alarm and is sealed inside the smoke and carbon monoxide alarms to avoid tampering or removal by residents. This improves facility safety and minimizes liability from non-functioning devices.

The BRK 10-year hardwired smoke and CO alarms further raise the bar by incorporating 10-year battery backup technology, not only for smoke detection but also for CO, providing installers in any of the 45 states (and counting) that require CO detectors to be included in new multi-family properties with a significant advantage. It uses an electrochemical CO sensor – the most accurate technology available – allowing residents to capture and retrieve the highest CO levels recorded in their apartment through the peak function. The 10-year battery backup provides power in the event of an electricity outage and lasts the full 10-year life of the alarm – eliminating the need to ever replace the battery.

In addition, BRK is expanding its 10-year hardwired lineup to include both a smoke and combination alarm that feature photoelectric smoke sensors, which optimizes smoke detection while minimizing nuisance alarms from cooking smoke or shower steam. In a growing number of states, particularly in the Northeast, these types of alarms are specified by law.

“With constantly evolving technology – as well as the need to comply with ever-more-complicated building codes, safety and simplicity have never been more important to the apartment industry,” said Mark Devine, Senior Vice President of Marketing at BRK Brands. “BRK’s 10-year alarms deliver a one-two punch with their simplicity and cost-effectiveness. This is the future of protection.”

Experience the latest from BRK on display at the BRK Brands booth (#1669) at 2019 Apartmentalize. For more information, visit www.brkelectronics.com.

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**First Alert Brand Trust Survey, February 2018 – Results are based on the responses of 1,000 adults, ages 25 and older, living in the United States who completed an online survey, February 15-19, 2018. Results are statistically significant at 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 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 60 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 (NASDAQ: 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®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, 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.

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