

# First Alert®

## THE MARKET

For more than 50 years, Americans have put their faith and trust in the makers of First Alert branded products to help protect what matters most: loved ones, their homes, and valuables. As America's most trusted home safety brand, First Alert is one of the largest manufacturers of smoke alarms, carbon monoxide alarms, and home safety products, and thanks in part to the company's pioneering efforts and tireless dedication to public safety and education, it is now estimated that more than 90 percent of U.S. homes have at least one smoke alarm. The company continues to innovate with new and technologically advanced safety products, including carbon monoxide (CO) alarms, combination smoke and CO, and gas alarms; video security systems, fire safes, security chests, and gun safes; as well as safety essentials such as fire escape ladders, fire extinguishers, radon gas test kits, and more.

## ACHIEVEMENTS

The First Alert brand is the category leader and pioneer of safety innovations that have been protecting the lives of Americans for more than



50 years. Throughout its history, First Alert has been synonymous with many "firsts," and the company's sales results, brand recognition, and community and industry involvement all derive from the level of trust Americans place in the company and its products.

Achievements are many, as First Alert has continuously invested in research and development to develop and expand the fire safety product category and to elevate the First Alert brand to one known for whole-home safety.



Most recently, the company has been the proud winner of several prestigious awards:

- 2007 "Best in Show" International Home & Housewares Show for Tundra Fire Extinguishing Spray
- 2010 *Home Improvement Executive Innovation Award for Safes*
- 2011 *Design of the Times Silver Award for Interactive Security Camera Display*
- 2012 *Home Improvement Executive Innovation Award for Smoke & Carbon Monoxide Alarms*
- 2012 Publicity Club of Chicago's Golden Trumpet Award for excellence in Issues Management; "Breathe Easy, California" Campaign
- 2013 Chicago Innovation Award for the hottest product in fire safety, the First Alert Atom smoke alarm, which combines a compact, sleek design with an advanced smoke entry system for maximizing protection with a nod toward home decor

## HISTORY

Since its founding in 1958, First Alert has led the fire safety market with innovations that have transformed the way Americans live. The company introduced the first smoke alarm designed for residential use in 1969, and from that first smoke alarm to its new state-of-the-art home video security systems, First Alert has continued a

heritage of breaking new ground in safety and providing Americans with better and more advanced ways to help safeguard their homes and lives.

First Alert's initial smoke alarm became the first self-contained, battery-powered unit to pass stringent Underwriters Laboratories (UL) tests. With this nationally accredited third-party endorsement, First Alert quickly attracted the attention of firefighters nationwide, who were among the first to put smoke alarms in their homes. Since then, the company's smoke alarms and related home safety products have helped millions protect their families and homes.

Through the years, First Alert has continued to invest in research and development. The result has been a series of technological breakthroughs and features that have expanded the home safety market and brought better and more sophisticated products into consumers' homes. In 1976, First Alert produced its first hard-wired smoke alarms and hard-wired smoke alarms with battery-powered backup, offering consumers an extra level of protection. In 1978 the company developed the first dual photoelectric and ionization smoke alarm, which utilized two methods of smoke detection to help provide maximum protection from fire, and then followed with alarms featuring an escape light when triggered.

But the company did not stop its innovation with smoke detectors. First Alert naturally entered the carbon monoxide (CO) alarm business in 1993, when it introduced the first battery-operated CO alarm. This alarm featured a unique sensing system to imitate the body's response to CO, and the growth potential of this new category of life-saving alarms was tremendous. It greatly increased public awareness of this silent killer and fueled sales for a market that was still in its infancy. First Alert also branched out to become the leading name in a wide array of other home safety devices, including fire extinguishers, a full line of lighting and motion-detecting



products, residential safes, and a video security product line.

Proud of its broad range of advanced home security products, First Alert continues to focus on consumer education, public relations, and advertising in order to significantly raise consumer awareness of the brand and the necessity of First Alert products for consumer safety.

In 2005, First Alert was acquired by Jarden Corporation (NYSE: JAH) which comprises many well-known consumer product brands in the areas of kitchen electronics, kitchen cookware, kitchen tools, gaming, arts & crafts, home storage, and clothing. Jarden has embraced the home safety category and continues to support and invest in the First Alert brand and new product initiatives.

## THE PRODUCT

First Alert created a name for itself as the inventor of the residential smoke alarm and built that category from scratch. A product so well known today, and so often cited for helping save lives, the smoke alarm served as the launchpad for First Alert's continued growth and success.

With its strong heritage and foundation in the smoke and CO alarm market, the company continues to improve and broaden its entire home safety product line, developing comprehensive lines of innovative products to help keep the entire home safe and sound.

Products are conceived, engineered, tested, produced, and marketed by a dedicated team of professionals who personify the First Alert reputation as America's most trusted brand in home safety. The items consumers see on store shelves inspire confidence and help make homes across America — and the world — safer.

To achieve this level of confidence and to help people understand the importance of the



fire safety products they purchase, the First Alert team allocates numerous resources to educating individuals on home safety issues — and in particular on fire and carbon monoxide (CO) safety — via regularly scheduled announcements and special events.

The company continues its innovation path with growth in new areas of home safety, further underscoring its commitment to helping protect what matters most.

## RECENT DEVELOPMENTS

First Alert has long been first in innovations, and recent developments indicate no sign of relinquishing that legacy. Since the dawn of the new millennium, First Alert has accelerated advancements in the smoke and CO alarm market and has broadened its home safety portfolio to include hundreds of new, rigorously tested, and affordable home safety products.

In 2005 First Alert introduced ONELINK®, a system of smoke, CO, and combination alarms that is wirelessly interconnected in order to communicate where the hazard is located in the home.

Two years later, it launched Tundra™ Fire Extinguishing Spray, which revolutionized how Americans perceive fire extinguishing products. Tundra, packaged in a familiar spray can, features an award-winning point-and-spray design and is effective on fabric, wood, cooking oil, and electrical fires. The product was named "Best in Show" at the 2007 International Housewares Show and has received numerous honors along with a strong sales record and overwhelmingly strong reception by media and the public.

More recently, First Alert expanded its offering of fire and waterproof safes, providing new ways for consumers to protect their valuables from the elements as well as from thieves. Exclusive Ready-Seal™ technology enables consumers to bolt down their safe while maintaining its fire and water resistance, and concealed Delta hinges provide an extra layer of protection from tampering.

First Alert has also entered the market with a line of technologically advanced video security systems, including wired and wireless models with superior features that are accessible to a do-it-yourself consumer.

In summary, First Alert continues to give even the most well-guarded homes an extra boost of protection and homeowners the peace of mind they desire.

## PROMOTION

Leveraging its strong brand recognition, First Alert takes a multifaceted and integrated approach to its marketing, which consists of robust media relations; outreach, partnerships, and advocacy with national and local fire departments, governments, and safety

organizations; and relationship-building with consumers. Most recently First Alert has increased its social media presence via Facebook and Twitter. As a result, First Alert has successfully built an online forum where it can engage in a two-way exchange with consumers. Featuring fun and safety-focused content, as well as frequent sweepstakes, the First Alert Facebook campaign is one of the most popular in the home safety market, with a growing base of tens of thousands of followers.

First Alert also continues to advocate for safety awareness and education campaigns with local and national safety organizations; one example is its strong support of the National Fire Protection Association's annual Fire Prevention Week, marked with an entire month of media outreach and consumer education activities. As the leader in home safety, First Alert also acts as a resource for public officials, developing legislation concerning smoke, CO, and home safety.

## BRAND VALUES

Building America's number-one most trusted brand in home safety involves much more than pioneering innovation. True prevention begins with understanding the danger and making informed decisions to protect what matters most. First Alert is forever committed to empowering communities through comprehensive safety education programs and leveraging its network of advocates across the nation.

Of course, First Alert recognizes that this mission is bigger than one company, which is why First Alert

shares its cause with its retail partners. Any retailer carrying the First Alert brand has also committed itself to the vital cause of safety education and awareness. This collaboration helps First Alert transcend the traditional customer/supplier connection and fosters a stronger, more lasting relationship.



## THINGS YOU DIDN'T KNOW ABOUT FIRST ALERT

- The First Alert brand is the flagship brand of BRK Brands Inc., which is a fully owned subsidiary of Jarden Corporation. Jarden Corporation is a leading provider of a diverse range of consumer products, with a portfolio of over 100 trusted, quality brands sold globally.
- First Alert is responsible for many consumer safety firsts, such as the first battery-operated smoke alarm, the first battery-operated residential CO alarm, and specialty items such as strobe-light smoke alarms for the hearing impaired and the easy-to-use, yet powerful and patented, Tundra fire extinguishing spray.