

NEWS RELEASE

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FIRST ALERT[®] LAUNCHES EASY-TO-USE TUNDRA[™] FIRE EXTINGUISHING SPRAY TO EXTINGUISH FIRES

***Lightweight, Wide Spray Nozzle Design Helps
Put Out Household Fires Fast***

Aurora, Ill. – Fires can double in size every 30 seconds,¹ and it is during those precious seconds a household fire can spread, putting lives and even your home at risk. To help put household fires out fast, BRK Brands, Inc., the maker of First Alert[®]-brand home-safety products, introduces Tundra[™] Fire Extinguishing Spray, a **Strong, Accurate, Fast and Effective** new home-safety tool to extinguish fires. Tundra[™] Fire Extinguishing Spray is designed for consumers looking for a safety product that is easier to handle during an emergency.

Tundra[™] Fire Extinguishing Spray contains a powerful, proven and effective liquid firefighting agent and familiar spray nozzle design that is easier to operate and covers a wider surface area—up to three times² greater than a typical actuator. Performance tests also show that the discharge time for Tundra[™] Fire Extinguishing Spray is up to four times³ greater than typical fire extinguishers, giving users more time to fight the fire. Tundra[™] Fire Extinguishing Spray is effective on common household fires including paper, fabric, wood, cooking oil and electrical fires.

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“We developed this product in response to consumers who told us they find traditional fire extinguishers to be intimidating to use,” says Deborah Hanson, BRK Brands/First Alert® director of external affairs. “Tundra™ Fire Extinguishing Spray has a familiar design that is as easy to use as other common household products. That means consumers can respond more quickly.” First Alert® advises all consumers to call the fire department and evacuate others from the building before attempting to put out any fire.

Just nine inches tall and weighing about 22 ounces, Tundra™ is compact and light weight making it easy to store in an average size cabinet or drawer or even on the countertop in the kitchen, utility room, home office or near a fireplace. Tundra™ Fire Extinguishing Spray is a great addition to your existing home safety plan.

The firefighting agent in Tundra is biodegradable and nontoxic which also makes for easy cleanup. Once the fire is out and the area is cool, simply wipe the surface area with a damp cloth.

Available at many retail locations nationwide.

Homeowners can learn more about Tundra™ and the full line of First Alert® home-safety products by visiting www.firstalert.com.

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Jarden Corporation (Rye, NY) NYSE:JAH, a leading provider of niche consumer products used in and around the home. For nearly 40 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products including smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders. Such products are also manufactured and marketed under the BRK Electronics® brand for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit www.firstalert.com, www.brkelectronics.com or www.jarden.com.

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- ¹ U.S. Fire Administration
- ² Three times wider surface area;
typical actuator—14 in² vs. Tundra™ actuator—48 in²
- ³ Four times greater than 2-B:C or 5-B:C kitchen fire extinguisher;
minimum of approximately 32 seconds vs. approximately eight seconds