



JARDEN CONSUMER SOLUTIONS REVEALS 2014 CONSUMER PRODUCTS TRENDS *Industry Leader Previews Most Anticipated Housewares Coming To Market*

December 19, 2013 (BOCA RATON, FL) – Global consumer products leader, **Jarden Consumer Solutions**, is revealing top trends in consumer products for 2014. With such noted brands as **Crock-Pot®**, **Holmes®**, **Margaritaville®**, **Mr. Coffee®**, and **Oster®** among its family of brands, Jarden Consumer Solutions is also providing a glimpse at some of its most anticipated products for the coming year and the measurable benefits they will bring to consumers' lives.

TREND #1: YOUR HOME AT YOUR FINGERTIPS

Consumer demand for increased connectivity and control over their households, even remotely, has led to the development of technology that now is being implemented into everyday housewares to create smarter products. Demonstrating its leadership through innovation and the introduction of progressive technologies, Jarden Consumer Solutions is the first company in the housewares industry to integrate the WeMo SMART Platform into its most popular housewares products, bringing internet connectivity to everyday appliances. The company's "Connected Home" product portfolio includes products from the **Crock-Pot®**, **Holmes®**, and **Mr. Coffee®** brands, and may each be accessed, engaged, and controlled by consumers remotely, even from across town, via wireless app using a smart phone or tablet. Coming in 2014:

- Crock-Pot®, the original and leading slow cooker brand, will continue to contemporize the slow cooking category by introducing state-of-the-art appliances and an array of innovative resources for modern consumers. The **Crock-Pot® Slow Cooker with WeMo SMART Technology** will allow consumers to exercise complete control over their slow cooker settings from anywhere! Turn it on or off, adjust the temperature, extend the cooking time, any tweaks in the controls can be done from afar so dinner is ready when needed. This first-of-its-kind connected product solution will deliver extraordinary control, convenience, and peace of mind to consumers. Product features include: Six-quart capacity, one-touch controls, three heat settings, and dishwasher-safe stoneware and lid. (MSRP: \$99.99)
- Holmes®, the brand known for putting true living into homes, will introduce three smart products to give consumers increased control over their home environment and peace of mind from afar. In addition to on/off controls, the **Holmes® Console Heater with WeMo SMART Technology** (MSRP:\$169.99-\$229.99) will allow consumers to remotely control heat settings to create a warm and cozy home environment upon arriving home from the office, school, or vacation, as well as periodic checks of the heater's energy consumption. The **Holmes® Air Purifier with WeMo SMART Technology** (MSRP: \$169.99) will put superior air quality in the palms of consumers' hands, sensing the home environment while consumers are away and then sending notifications when it's time to turn on or adjust speeds to improve air quality, or when it's time for a filter change. Further improving the whole home environment, even in the winter months, the **Holmes® Whole House Humidifier Console with WeMo SMART Technology** (MSRP: \$199.99) promises optimal humidity for up to 2,500 square feet to accommodate an entire home and family! Programmable with the touch of a button, consumers will select from five comfort levels, and the 36-hour run time (the longest in the industry) ensures a tank ample



enough to eliminate constant refills. Other features include automatic shut-off and dry-out mode, as well as a water refill and check filter indicator.

- Consumers will be able to program individual brew times for up to seven days and make adjustments from anywhere, anytime with the **Mr. Coffee® Coffeemaker with WeMo SMART Technology**. Regardless of how busy schedules get, the first cup of the day will always be fresh, hot, and on time! And because consumers lead such frenzied lives, this innovation will allow coffee lovers to set notifications as reminders to fill the coffeemaker with water and grounds, and to tell them when the coffee is ready. Features include 10-cup thermal carafe, a sleek high polish finish, and a WiFi symbol to confirm connectivity.

TREND #2: AFFORDABLE HEALTHCARE HITS HOME

Affordable healthcare is a hot topic in American homes and this trend is expected to continue for some time. As consumers come to terms with the fact that, to some extent, they must take greater responsibility for managing their health, affordable products for doing so will come to market and permeate American homes more than ever before. Coming in 2014:

- Offered at a fraction of the cost of comparable blenders, the new **Oster® Versa® Performance Blender 1000 Series** (MSRP: \$149.99) will feature a healthy blend of power, precision and value! At last, powerful performance will be within reach for consumers! Its 1,000-watt motor will grind fresh nut butters, puree preservative-free soups, whip up antioxidant-rich berry sorbets, and churn out protein smoothies or green drinks effortlessly to meet the most demanding nutritional goals. Accessories include a 5-cup food processor, and two 20-oz Blend 'N Go cups which can perform double duty as water bottles throughout the day.
- Also from the Oster® brand, a juicer/smoothie maker designed for enjoying healthy drinks on-the-go! The **Oster® Juice & Blend 2 Go** (MSRP: \$49.99) boasts 400 watts of power to extract essential nutrients from fruits and vegetables to serve up fresh juices and blended smoothies directly into a 20-oz, BPA-free personal blending bottle. Add high protein Greek yogurt, protein powder, or natural boosters to create a balanced snack or meal.

TREND #3: DOUBLE DUTY IS THE NEW BASIC

The coming year will see yesterday's kitchen basics performing double duty. In addition to saving time and money, kicked up gadgets for cooking and entertaining will offer extra benefits for enhancing consumers' lives. By facilitating quality time spent with friends and family, this handful of household heroes will inspire consumers to cook, entertain, relax, and create lasting memories more than ever:

- Hailed as the first-ever fully automatic "shave, blend n' serve" machine, the **Margaritaville® Cargo Bali Frozen Concoction Maker** (MSRP: \$499.99) will dispense freshly blended restaurant-quality drinks in minutes, with the push of a lever. As the expert in frozen drinks, this machine will offer perfectly proportioned, pre-programmed cycles for 'Ritas, Daiquiris, Coladas and Smoothies. Create a half or full chamber, serving 30 ounces or 60 ounces, respectively, at a time.
- Helping consumers save enough money each year to take the family on an extra vacation, the FoodSaver® brand will continue to set the standard in food preservation options with its



FoodSaver® V2300 and V2500 Vacuum Sealers (MSRP: \$79.99-\$99.99). Featuring new technology for reducing bag waste to save consumers even more money, these systems are sleek and compact, and have easy-to-use manual controls to effectively preserve meats, poultry, seafood, vegetables and leftovers five times longer than traditional storage methods.

About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 120 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Volkl® and Zoot®; Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex®, and Yankee Candle®. Headquartered in Rye, N.Y., Jarden ranks #383 on the Fortune 500 and has over 25,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

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