



Press Release

San Diego, Calif. - June 30, 2009

Jitterbug Co-Founder Martin Cooper Honored

Spanish Foundation Recognizes Cooper's International Contributions to Telecommunications

San Diego, Calif. – June 30, 2009 – GreatCall, Inc., makers of the Jitterbug cellular phone and service, today announced that company co-founder and Chairman Martin Cooper was honored with a Prince of Asturias Award for Technical and Scientific Research by the Prince of Asturias Foundation in Spain.

The aim of the Foundation is to encourage and promote the scientific, cultural and humanistic values that form part of mankind's universal heritage, and the Prince of Asturias Awards were created to symbolize the nature and aims of the Foundation. The awards are intended to acknowledge work carried out by individuals, institutions, groups of people or groups of institutions whose achievements are exemplary at an international level.

Martin Cooper was recognized for his contributions in mobile telephony. A pioneer in the wireless communication industry, Cooper, in a continuing career spanning over 50 years, introduced many breakthroughs in the wireless industry; he invented the first handheld mobile telephone in 1973. The Foundation credits Cooper's work as contributing significantly to the great technological advances in human communications, which has given rise to a connected world, free from geographical or temporal barriers.

"It is an honor to accept this prestigious award on behalf of the many people who inspired me and worked alongside me in the application of wireless technology to improve the lives of people throughout the world," said Cooper. "Half the people on Earth now use cell phones. This is the beginning of a future in which wireless technology connects us all with resulting improvement in productivity, education, entertainment, safety, and with a revolutionized approach to health."

The Prince of Asturias Foundation named the invention of the mobile phone as among the greatest technological innovations of our time, revolutionizing the way that millions of people communicate worldwide and contributing decisively to the advancement of knowledge.

Following a 30 year career at Motorola, where he invented the portable cell phone, Cooper co-founded the company Cellular Business Systems, which soon dominated the mobile telephony market. In 1992 he co-founded ArrayComm, the world leader in intelligent antenna technology, of which he is executive chairman. In 2006, Cooper and his wife Arlene Harris, often referred to as the "First Lady of Wireless" for her contributions to the telecommunications industry, founded GreatCall, makers of the perfectly simple Jitterbug cell phone and service.

In addition to his work for Motorola and ArrayComm, Cooper has participated in the spectrum allocation process with the U.S. Department of Commerce and the Federal Communications Commission and has testified before the U.S. Senate on this subject. He formulated the Law on Spectrum Efficiency, also known as Cooper's Law, which states that the maximum amount of information that is transmitted over a given amount of radio spectrum doubles every 30 months. He has received numerous awards and honors, including the IEEE Centennial Medal.

This year a total of 40 candidates from more than a dozen countries were considered for the award. Eight Prince of Asturias Awards are bestowed each year in categories spanning Art, International Cooperation, Social Sciences, and Sport.

About GreatCall, Inc.

GreatCall is the leading provider of easy-to-use technology for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall's innovative suite of mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include: GreatCall Splash, Jitterbug, Jitterbug Touch and health, safety and medical apps Urgent Care, GreatCall Link, MedCoach and 5Star.

GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at GreatCall.com. Service covers the U.S. GreatCall is headquartered in San Diego, CA. To learn more about GreatCall products and services, please visit <http://www.GreatCall.com>. This news release and other announcements are available at <http://www.greatcall.com/newsroom> or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook at [Facebook.com/greatcall](https://www.facebook.com/greatcall). For access to company logos, hi-resolution images and screen shots, please visit: www.greatcall.com/assets.

The GreatCall Link app gives family caregivers peace of mind by providing both critical information in an urgent situation and snapshots of normal daily activities. Friends and family who download the Link app to their smartphone will receive an alert when the user of a GreatCall device contacts a 5Star agent in an emergency, including the date, time of call and type of help provided. In addition, the app provides information on daily events such as current locations, power status, and a list of activities to ensure that daily routines are normal and the device is charged and in use.

Press Contact:

Stephanie Waxman
Vantage PR for GreatCall
415-984-1970 ext. 0117
swaxman@vantagepr.com