



Press Release

San Diego, Calif. - November 16, 2010

GreatCall, Inc., a leader in developing wireless services focused on keeping people connected, safe and healthy, today announced two new Unlimited monthly rate plan options that provide greater value for those customers who want to stay connected more often.

In keeping with the company's core customer values, GreatCall has also simplified the entire line up of monthly rate plans. This provides customers with more competitive plans while also making it easier for customers to find the best plan that fits their personal needs. GreatCall now offers four easy-to-understand, no-contract options, starting as low as \$14.99 per month.

"We understand that in today's economy people are more price-conscious than ever, so we're very pleased to offer our new monthly calling plans and services, as well as the Jitterbug J handset, with more user-friendly pricing," said David Inns, CEO, GreatCall. "With these simplified monthly rate plan options, we're able to bring the GreatCall service experience to even more new users."

About the new rate plans:

- The new Simply Unlimited plan, \$79.99 per month:
 - Unlimited Anytime minutes, unlimited Night and Weekend minutes, unlimited texting and no data charges
 - Free calls to GreatCall Operator Service
 - Free Voicemail
 - GreatCall also includes the following applications for free in this plan:
 - The Daily Health Tips
 - MyCalendar
 - LiveNurse
 - Wellness Call
- The new Premium plan, \$39.99 per month:
 - 400 Anytime minutes, and unlimited Night and Weekend minutes
 - GreatCall also includes the following applications for free in this plan:
 - Daily Health Tips
 - MyCalendar
 - LiveNurse
 - Wellness Call
- The Basic 19 plan, \$19.99 per month:
 - 100 Anytime minutes
 - No cost for the Daily Health Tips and MyCalendar applications
- The Basic 14 plan, \$14.99 per month:
 - 50 anytime minutes

- No cost for the Daily Health Tips and MyCalendar applications

For detailed rate plan information, please visit: <http://greatcall.com/Jitterbug/BasicPlans/>

For detailed information about GreatCall apps and service, please visit: greatcall.com/MobileApps

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.

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