



Press Release

San Diego, Calif. - May 18, 2010

GreatCall Continues to Expand Retail Reach; Entire Line of Jitterbug Cell Phones Now Available at Supercenter Chain Meijer

GreatCall, Inc., the leader in delivering targeted mobile services to people looking for a high-quality and high-touch service experience, today announced that supercenter chain Meijer will carry the entire line of Jitterbug J cell phones. The handsets will be available in all 192 Meijer stores throughout Michigan, Ohio, Indiana, Illinois, and Kentucky. With GreatCall's unique service offering and customer support delivered through the Jitterbug J handsets, Meijer customers will now have access to an unmatched choice in wireless technology.

"We know that Jitterbug customers are consumers who look for a more personalized wireless experience, so we are very pleased that Meijer stores are now carrying the Jitterbug J handsets," said Ryan Jones, Vice President of Sales for GreatCall. "The key to our continued success and attracting the attention of leading retailers such as Meijer is due in large part to giving our customers the services that add value to their daily routine, improve their safety and well-being, and help them easily connect with friends and family."

Available now, Meijer stores will carry all three Jitterbug J handsets: White, Graphite, and Red. The Jitterbug J in Red is GreatCall's solution to help engage Americans to speak up and support the American Heart Association's Go Red For Women movement, which raises awareness of heart disease, so women can lead longer, heart-healthy lives. The red phone, which allows customers to make a difference and show their support for the movement while still getting all the superior service benefits of Jitterbug, has become one of the company's bestselling products.

In addition to 24-hour U.S.-based customer support, GreatCall currently offers its customers a range of helpful services, including health and wellness services, through the Jitterbug J handsets. Unique services include the award-winning LiveNurse, which offers unlimited 24/7 access to a live registered nurse, Wellness Calls with Dr. Brian Alman, which offer a series of thoughtful questions and information for relaxing, motivating and overall well-being, and MyWorld, a fun way to stay up-to-date on personal interests and pastimes such as local weather, daily trivia or updates on a favorite sports team or stock investment. GreatCall's full range of service offerings can be accessed at their online [AppStore](#).

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