



San Diego, Calif. - October 6, 2011

Winners Announced At CTIA ENTERPRISE & APPLICATIONS™ 2011 in San Diego

GreatCall's 5Star Urgent Response for Jitterbug is a finalist in the Health & Wellness Nut category in the CTIA 2011 Hot for the Holidays Awards competition. Voted on by a panel of mobile consumer electronics media and analysts, GreatCall's 5Star Urgent Response was viewed as one of the most innovative, functional, creative and cutting-edge mobile consumer applications for the holiday season. Winners will be announced at CTIA ENTERPRISE & APPLICATIONS™ 2011, which takes place at the San Diego Convention Center on October 11-13.

GreatCall's 5Star Urgent Response transforms the customer's Jitterbug cell phone into a personal safety and security device. By simply pressing the "5" and "*" on the Jitterbug keypad, customers will immediately be connected to highly-trained IAED Certified Response Agents. 5Star Response Agents will identify the customer and their location, can conference in family or friends, conference in 9-1-1 emergency service, access a nurse, or provide any additional assistance, if needed. Customers can create a Personal Profile providing pertinent health and safety information, allowing Agents to better assist them in an emergency. Whether a customer feels unsafe or unsure in any vulnerable situation, needs immediate roadside assistance, or is experiencing a potential medical issue, 5Star Urgent Response is there for them.

"We're pleased that CTIA recognizes GreatCall's commitment to developing innovative services that are relevant and simple," said David Inns, CEO of GreatCall. "It's important to us that we continue to lead the industry as the wireless provider that offers easy-to-use services and products that also empower customers to be connected, safe and healthy."

CTIA 2011 Hot for the Holidays Awards winners will be announced at a live ceremony from the CTIA ENTERPRISE & APPLICATIONS exhibit floor (Booth 145) on Wednesday, October 12 at 2:00 p.m. PDT. One winner will be selected from each of the 10 categories. This year's judges included media and industry analysts from: BNET, Current Analysis, Electronista, FierceMobileHealthCare, IDC, Lab Reviews, Light Reading, Mashable, PhoneDog, PhoneScoop, San Jose Fitness Examiner, SplatF, The New York Times, Wired and Wireless Week. Awards submissions will be prominently displayed in a special showcase on the exhibit floor at the CTIA show in October.

In addition to the 10 awards categories, consumers have an opportunity to vote for their favorite by choosing the "CTIA 2011 Hottest Web Pick" at www.ctiashows.com/holidays. Online voting closes on Monday, October 10, 2011 at 5:00 p.m. PDT. Additionally, show attendees will be able to view all submissions onsite within the Hot for the Holidays Showcase, Booth 145. The entry that earns the most text votes onsite will win the title of "CTIA 2011 Hottest in Show."

To learn more and register for CTIA ENTERPRISE & APPLICATIONS 2011 visit: www.ctiaenterpriseandapps.com.

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About CTIA Shows

CTIA Shows bring together all industries advanced by wireless technology for intense business, learning and networking. CTIA ENTERPRISE & APPLICATIONS™ takes place October 11-13, 2011 at the San Diego Convention Center in San Diego, Calif. International CTIA WIRELESS® takes place May 8-10, 2012 at the Ernest N. Morial Convention Center in New Orleans, La. Visit www.ctiashows.com.

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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