



Press Release

Mountain View, Calif. - March 20, 2012

GreatCall's experience and high degree of customer support positions it as the mHealth channel of choice

Based on its recent analysis of the Mobile Health (mHealth) market, Frost & Sullivan recognizes GreatCall with the 2011 North America Frost & Sullivan Award for Customer Service Leadership. A combination of simplicity of use and high-touch customer service will be critical for the widespread adoption of mHealth applications and services among consumers, an area in which GreatCall has excelled. With any mHealth application, timeliness of service is paramount and high-touch calls puts the users directly through to a trained customer service representative. More than any other company, GreatCall is delivering on this service, with a 100 percent guarantee that its customers will always get quick, responsive, U.S.-based, English-speaking service 24 hours a day, seven days a week, 365 days a year.

GreatCall offers highly-trained customer service operators through its health and safety services, like 5Star Urgent Response™, Medication Reminders and LiveNurse, which offers access to registered nurses who can provide health advice and support, 24/7. Specialized teams of representatives are specifically trained in Health Insurance Portability and Accountability Act of 1996 (HIPAA) compliance to handle confidential health information.

The 5Star Urgent Response service connects callers to highly-trained Response Agents who are certified by the National Academies of Emergency Dispatch (IAED) and are trained in CPR and other emergency protocols. Agents assess a caller's situation and can dispatch the appropriate assistance whenever callers are feeling anxious, vulnerable, or experiencing a medical issue or threat to their safety.

"GreatCall relies on around-the-clock live registered nurses, emergency response agents and customer service representatives to ensure a more timely and actionable response than customers would get from an automated customer service provider," said Frost & Sullivan Senior Industry Analyst Zachary Bujnoch. "With 5Star, when a caller feels that they are in danger, immediate voice connection with an appropriately trained agent, who can conference in a member of the caller's personal support network while the situation is being addressed, can provide the emotional and physical support that is often very important in these circumstances."

GreatCall's high-quality customer service can aid the primary user, caregiver or family members. Seniors in particular have indicated that high-touch customer service has been an important factor in their engaging with an mHealth service. Caregivers and concerned family members have also indicated that GreatCall's responsive customer service gives them security and peace of mind. In addition, they can log into a secured Web site to subscribe to and set up services, view related

reports, and even schedule check-in calls for high-risk family members that alerts them under specified circumstances.

“GreatCall is delighted to be recognized by Frost & Sullivan with the North American mHealth Customer Service Leadership Award. This accomplishment reinforces our commitment to deliver exceptional services and support to help our customers stay connected, healthy and safe. GreatCall is proud to be able to make a difference in people’s lives with our Jitterbug phones, 5Star Urgent Response service and mobile health applications such as MedCoach,” said Sue Weaver, Vice President of Customer service, GreatCall.

Although GreatCall’s customer service is more expensive than automated and outsourced alternatives, a high percentage of GreatCall customers indicated that they are glad to pay a recurring monthly fee for personalized health-related customer services, especially when there are no additional charges for the high level of customer support they receive.

“As the company has grown from offering devices to services to apps, it has continuously focused on the consumer and what they will use,” said Bujnoch. “GreatCall’s leadership in customer service creates a compelling value proposition for a wide range of potential channel partners, including healthcare providers, community agencies and payers, as well as younger consumers who seek simple but well-designed, effective tools. For this reason GreatCall services are being developed for the iPhone and Android phone, making them available to a wider audience of consumers.”

Each year, Frost & Sullivan presents this award to the company that demonstrates excellence in customer service leadership within its industry. The recipient company shows tremendous responsiveness to customer needs and continually focuses on long and short-term customer profitability goals. In addition, it utilizes flexibility in tailoring its product offerings to suit customer businesses.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

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

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

Contact:

Mireya Espinoza
P: 210. 247.3870
F: 210.348.1003
E: mireya.espinoza@frost.com