



FOR IMMEDIATE RELEASE

Media Contact:

Jenny Corsey, APR
Allison+Partners for GreatCall
619-533-7981
greatcall@allisonpr.com

GREATCALL MAKES THE SMARTPHONE EASIER TO USE WITH THE NEW JITTERBUG TOUCH 2

New offering is a more affordable smartphone option with call, text and email features specifically designed for aging Americans

SAN DIEGO (August 28, 2013) – [GreatCall, Inc.](#), a leader in wireless products and services for aging consumers and their families, today announced the launch of the Jitterbug Touch 2, the latest version of GreatCall's original simplified smartphone. With its custom, intuitive interface and advanced Android™ operating system, the Jitterbug Touch 2 is an ideal entry-level smartphone for people looking to transition from a basic feature phone.

The launch of the original Jitterbug Touch in 2012 allowed GreatCall to understand what aging consumers wanted and needed in order to make the transition from a basic phone to a smartphone. According to a 2013 AARP and GreatCall study, more than 40 percent of respondents surveyed said that smartphones are too complicated to use. The Jitterbug Touch 2 will help bridge this gap in the market, by offering all the features of a modern smartphone in a simplified format.

The Jitterbug Touch 2 is easy to use

The new Jitterbug Touch 2 offers a customized, easy-to-use user interface, featuring the phone's main functions organized in a single list format with large, legible letters. The home screen allows customers to access their favorite apps and contacts quickly, without wading through multiple screens and small icons. Yet the phone's open environment provides full functionality and the ability to quickly connect to apps, websites and more.

GreatCall determined that users want access to all the technological advancements that a mainstream smartphone offers but they need a version that is easy to navigate and simple to set-up. For example, users found traditional verbiage and icons confusing because they lacked extensive experience with cell phones. For this reason, GreatCall made intuitive changes specifically highlighted by their customers – such as relabeling confusing terms and visuals like changing the name of the “browser” function to “Internet.” Additionally, the voicemail icon was not recognizable to this audience, so it was changed to the word “voicemail”. By listening to its customers, GreatCall was able to make the smartphone experience more intuitive with the Jitterbug Touch 2 for this audience of aging Americans.

“When we released the original Jitterbug Touch, we put it in the hands of our customers to learn firsthand how we could improve their smartphone experience,” said Dean Williams, Vice President of Technology at GreatCall. “This customer feedback proved to be crucial in the development of this second generation phone, allowing us to see into the minds of our customers to determine what would add the most value and functionality for them.”

The Jitterbug Touch 2 offers affordable and flexible data plans

Another key learning since launching the original Jitterbug Touch was an understanding of how customers use data, and how much they need. GreatCall allows customers to only pay for data they need, instead of a costly plan with data they'll likely never use. GreatCall offers plans that start at only \$2.49 per month – the most affordable rate on the market.



In the same AARP and GreatCall survey, 89 percent of respondents thought affordability was extremely or very important when making the decision to purchase a new smartphone. GreatCall's data plans are designed to ease customers into data who are using a smartphone for the first time, making it even easier for users to try data plans and find a solution that works best without getting burned by heavy data charges. Customers can track their usage with the usage meter, built right into the home screen. With one touch of a button, users can see their up-to-date monthly usage of minutes, text and data, allowing them to avoid overage charges.

The Jitterbug Touch 2 is priced at \$139.99, with no contracts and no cancellation fees. Additionally, every GreatCall product comes with dependable, nationwide coverage and the support of award-winning, 100 percent U.S. based customer service.

The Jitterbug Touch 2 can keep you safe and healthy

In addition to ease-of-use and affordability, the Jitterbug Touch 2 can help customers with medical or emergency response needs, by providing GreatCall's suite of health and medical apps preloaded on the phone:

- **5Star Urgent Response** – This mobile safety app transforms the Jitterbug Touch 2 into a medical alert device. With 5Star, users get immediate access to NAED Certified Response Agents trained in CPR and other emergency procedures who can identify a user's location, dispatch emergency services and quickly get them the help they need in any situation.
- **MedCoach** – GreatCall's medication reminder app allows users to easily follow medication and vitamin schedules as prescribed by their doctor, with a friendly reminder message delivered directly to their phones.
- **Urgent Care** – Recently topping the iTunes and Google Play medical app categories, Urgent Care combines one-touch access to a registered nurse or board-certified physician who can provide medical advice or even prescribe common medications, 24 hours a day, 7 days a week.

The phone can be purchased directly from GreatCall at www.greatcall.com or by calling 1-866-352-0044.

Key Features of the New Jitterbug Touch 2:

- Easy-to-use, custom designed user interface
- Contacts and apps listed in a single list format with large, legible letters
- Usage meter to see your minute, text and data usage right on your phone
- Large, bright 4" display screen
- Sleek, stylish design
- Full, on-screen keyboard for quick and easy typing
- 5 MP camera, with front-facing camera
- Long-lasting battery

Handset Specifications:

- Talk Time: Up to 5.3 hours
- Operating System: Android 4.0
- Standby: Up to 13 days
- Weight (with battery): 4.9 ounces
- Dimensions: 4.9" H x 2.5" W x .45" D
- Display Size: 4"
- Battery Type: Lithium Ion
- Memory: 512 MB



About GreatCall, Inc.

GreatCall provides easy-to-use wireless health and safety products for aging consumers and their families, allowing them to enjoy a worry-free independent lifestyle. The company stands apart from other wireless services providers through its simplified, personalized and humanized approach, as well as its commitment to providing a high quality customer service experience. As the creator of Jitterbug, 5Star Urgent Response, and a suite of health and medical apps, the company has been widely praised for its ability to deliver the benefits of innovation and technology in a meaningful and easy-to-use format. GreatCall has received prominent national media accolades from the Wall Street Journal, BusinessWeek, The New York Times, Washington Post and major TV broadcast networks.

GreatCall's products and services, including The 5Star™ and Jitterbug® are sold nationwide at leading retailers such as Walmart, Best Buy, Sears, Radio Shack Dealer Franchise, Fry's Electronics and ShopKo, as well as direct to consumers at 1-800-918-8543 and online at GreatCall.com. GreatCall also offers a growing family of health and medical apps including Urgent Care, MedCoach and 5Star. Service coverage includes the U.S. and Canada. GreatCall is located in San Diego, Calif. To learn more about all available GreatCall products and services, please visit: www.GreatCall.com. This GreatCall news release and other announcements are available at www.greatcall.com/buzz. Or follow our news on Twitter [@GreatCallInc](https://twitter.com/GreatCallInc) and on Facebook facebook.com/greatcall. For access to company logos and high-resolution images and screen shots, please visit: www.greatcall.com/assets.