



GREATCALL ADVANCES CONNECTED HEALTH OPTIONS WITH INTRODUCTION OF ALL-NEW LIVELY

Leading mobile urgent response device expands connectivity to develop family caregiver health information platform

SAN DIEGO – July 29, 2016 – [GreatCall Inc.](#), the leader in connected health for active aging, is redefining the relationship between caregivers and the health and safety of their family members with the introduction of its Lively. With unrivaled simplicity, the Lively offers one-touch access to its 5Star urgent response service as well as enhanced connectivity for data capture. The newest addition to GreatCall's connected health portfolio, the Lively enables older adults and family caregivers to integrate health and safety solutions into their lives more effectively.

“GreatCall's commitment to active aging means never standing still, even as the leader. We are continually researching and reinventing solutions – like our mPERS – to meet customer needs today and in the future,” says David Inns, CEO of GreatCall. “The Lively, the third generation of this device, continues to provide a superior mix of simplicity and reliability. What has evolved is the connectivity to extend its connected health benefits with external accessories such as a blood pressure cuff, scale or sensors via Bluetooth. With this ability, family caregivers and older adults will be able to monitor their health in real-time.”

The Lively, smaller and lighter than previous generations, operates on the largest and most dependable national wireless network with no home installation. The small form factor can be worn on wrist or around neck and is waterproof, allowing use in the shower – and in up to three feet of water for up to 30 minutes.

When the button is pushed in any uncertain or unsafe situation, the Lively connects to GreatCall's 5Star service and its team of highly trained agents, handling communication through the device and staying connected until the incident is resolved, and escalating to emergency services if necessary. The device is also equipped with automatic fall detection, connecting to an agent when a fall occurs.

“While a sense of security is key to older adults maintaining independence, the full value of Lively – and all of our devices with 5Star – is the connection to family caregivers through GreatCall's Link app,” adds Inns. “By downloading the Link app to their own smartphone, family members get peace of mind by not only seeing confirmations that the Lively user is following his or her routine, but also receiving notification when the 5Star user hits the button for help. As the Lively's capabilities expand, so will its role in caregiving.”

Features & services include:

- Bluetooth: 4.0 and NFC
- 24/7 unlimited access to GreatCall urgent response agents
- GreatCall Link app
- Fall detection
- Waterproof rating of IPX7 for use in the shower or up to 30 minutes in three feet of water
- Easy-to-use single button operation
- Patented GPS capabilities
- Loud integrated speaker and microphone
- Battery indicator
- Charging cradle
- Available in silver and gold

The Lively is available for \$49.99 with service starting at \$19.99 per month and available for purchase at <http://www.greatcall.com/alert>. There are no contracts or cancellation fees.

About GreatCall

GreatCall is the leader in connected health for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall's innovative suite of easy-to-use mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include: Lively Wearable, Lively, Jitterbug Flip, Jitterbug Smart and health, safety and wellness 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 www.GreatCall.com. This news release and other corporate assets are available at www.greatcall.com/newsroom or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook at Facebook.com/greatcall.

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Media Contact

Lauren Winer
PAN Communications
greatcall@pancomm.com
617-502-4396