



Press Release

San Diego, Calif. - July 24, 2009

### **GreatCall's Bill Kuncz Named San Diego Business Journal CFO of the Year**

**San Diego, CA – July 24,** – GreatCall, Inc., creators of the perfectly simple Jitterbug J cell phone and service, today announced that Bill Kuncz, the company's Chief Financial Officer and Vice President of Finance and Administration, was honored as a San Diego Business Journal 2009 CFO of the Year. According to the San Diego Business Journal, the award recognizes outstanding CFOs in the San Diego community as nominated by their own employees or clients. Bill Kuncz was named CFO of the Year in the "Medium-Sized Private Company" category.

"It's an honor for Mr. Kuncz and GreatCall to be recognized by the San Diego Business Journal—a leader in our local business community," said David Inns, GreatCall CEO. "We're proud that Mr. Kuncz's financial expertise and workplace leadership has aided Jitterbug in delivering to customers' expectations and becoming the success we are today, and it's wonderful that he's been acknowledged among fellow business leaders."

Since joining GreatCall in late 2006 to help launch Jitterbug, Mr. Kuncz has been instrumental in the company's rapid growth. While securing the financing required to properly implement the plan for a nationwide launch of Jitterbug, Mr. Kuncz also helped build a scalable corporate infrastructure to accommodate rapid growth in revenue, number of employees and offices to house them, and customers in all 50 states. Additionally, Mr. Kuncz led the recruitment efforts to efficiently secure key talent as the company grew into a nationally-recognized brand. As a result, Mr. Kuncz has aided the company in bringing in close to \$100 million in funding and in employing over 250 people in San Diego County alone.

In addition to supporting the financial aspects of the thriving company, Mr. Kuncz serves as Corporate Secretary for all Board of Director meetings and manages the company's legal and risk management efforts. Mr. Kuncz also designed a flexible administrative structure to support the company's rapid growth. This leadership in Human Resources has helped nurture a corporate culture that motivates employees and increases job satisfaction.

"At Jitterbug, we place high value on our customers and our community, providing a one-of-a-kind product and services—and growing as a strong local business as a result," said Bill Kuncz, GreatCall CFO. "I'm honored that our efforts continue to be acknowledged and supported by our San Diego neighbors and by the San Diego Business Journal."

Since its debut, the Jitterbug cell phone and service has been praised for its smart feature set and ease of use. GreatCall's mission, through the phones, is to offer customers personalization and high-touch customer service. As such, Jitterbug phones are easy to use and include simple and helpful features, such as backlit buttons, a bright screen with large text, and live operators to assist users. The company and phones have won industry-wide praise, receiving prominent national media accolades from the Wall Street Journal, The New York Times and the Washington Post. Other recognitions include the 2009 Wireless-Life Sciences and Triple Tree I Award for "Best Consumer Experience," the 2008 Best Small Business award from the American Society on Aging, and being named a 2008 Qualcomm and CONNECT San Diego Ambassador.

The San Diego Business Journal's CFO of the Year Awards program recognizes the most outstanding CFOs in San Diego County, as selected by an independent panel of judges based on business acumen, community involvement and peer review from San Diego's leading auditors, bankers and attorneys. CFO of the Year, presented by the San Diego Business Journal and Robert Half Management, salutes San Diego-based CFOs who go above and beyond their normal duties as financial managers. The award was presented to Mr. Kuncz at a ceremony in San Diego on July 16 with over 500 business executives from the area in attendance.

#### **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](http://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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