



Press Release

San Diego, Calif. - November 4, 2009

### **New "Mobile Safety Net" Joins Growing Collection of services within Jitterbug's "Full-Service" Experience**

Jitterbug, the leader in delivering easy-to-use, innovative and life-enhancing wireless services to people who seek simplicity, today announced that the company has acquired MobiWatch, a company focused on developing Mobile Personal Emergency Response Services (M-PERS). Terms of the acquisition were not disclosed.

The acquisition will provide Jitterbug customers with personal safety services that are intuitive, reliable and delivered through the easy-to-use Jitterbug cell phone. These new services will further differentiate Jitterbug as the complete service experience and will continue to enhance the lives of American consumers by providing safety, security and the ability to stay connected with family and friends while on the go.

"MobiWatch is a great fit for the Jitterbug brand and our proven ability to take the benefits of innovation and technology and deliver the best customer experience," said David Inns, GreatCall CEO. "As we continue to offer our customers more life-enhancing services, we are also providing them the freedom to choose what they want, when they want. It's their choice."

The MobiWatch offering will be further developed by Jitterbug before coming to market. It will allow users to quickly and effectively reach trained emergency response personnel—whenever and wherever those situations may occur—directly through their Jitterbug phone. Traditional Personal Emergency Response (PERS) systems have been available to users only in the home. Now, Jitterbug customers will be able to have increased peace of mind when they are away from home.

"Jitterbug is the best brand to deliver on the MobiWatch vision and to bring our technology and services to market effectively," said Jonathan Sieg, MobiWatch CEO. The new Jitterbug M-PERS offering is scheduled to be available in late 2010. It will be supported by Jitterbug's outstanding and friendly America-based 24x7 customer service representatives, as well as a fully-staffed independent call center of licensed paramedics and personal response agents.

#### **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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