



Press Release

Washington, D.C. - October 5, 2009

### **Winners to be announced at International CTIA WIRELESS IT & E**

GreatCall, Inc., creator of the Jitterbug cell phone and service, today announced that the company's Jitterbug LiveNurse™ service has been named a finalist in the Best Mobile Consumer Application category of the first annual CTIA Hot for the Holidays awards program, which showcases this year's must-buy mobile consumer electronics products and applications. International CTIA WIRELESS I.T. & Entertainment 2009® takes place October 7-9 at the San Diego Convention Center.

Jitterbug LiveNurse is another testament to GreatCall's continued commitment to provide customers with innovative and stress-free services through the uniquely designed and easy-to-use Jitterbug J cell phone. For only \$4 per month, Jitterbug LiveNurse provides customers with unlimited access to registered nurses 24 hours a day in partnership with FONEMED, whose friendly nurses track the topics discussed with each customer for personalized and tailored dialogue. To complement the live support, customers can also access an audio library featuring up-to-date information on hundreds of health- and wellness-related topics. Integrating these crucial customer service interactions into Jitterbug LiveNurse gives users a complete wellness experience.

"We're pleased that CTIA recognizes the significance of Jitterbug LiveNurse," said David Inns, GreatCall CEO. "Jitterbug's commitment to meeting the needs of simplicity seekers is once again fulfilled with the introduction of this service. As healthcare is becoming one of the most important topics of this year, LiveNurse is a critical first step to serve this rapidly growing need for wireless-based health and wellness solutions." Inns continued, "Our goal is to offer customers a complete portfolio of services like LiveNurse, backed by our superior customer support, that allow simplicity seekers to enjoy better health, better relationships and more fulfilling lives."

CTIA 2009 Hot for the Holidays award winners will be announced at a ceremony on Thursday, October 8 and all finalists will be prominently displayed in a special showcase at International CTIA WIRELESS IT&E. Submissions were judged on innovation, functionality and creativity by a panel of top tier reporters and industry analysts.

"This year's awards program offers a preview of the many CE devices, applications and accessories that are sure to be in demand this holiday season," said Robert Mesirov, vice president and show director for CTIA WIRELESS IT & E. "CTIA congratulates Jitterbug on being named a finalist in the Best Mobile Consumer Application category."

#### **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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