



Press Release

San Diego, Calif. - October 12, 2009

Jitterbug LiveNurse™ Wins Best Mobile Consumer Application Award

At an October 8 ceremony at International CTIA WIRELESS I.T. & Entertainment 2009®, GreatCall, Inc., creators of the Jitterbug cell phone and service, received the CTIA Hot for the Holiday's "Hottest Mobile Consumer Application" award for their Jitterbug LiveNurse™ service. Hosted by Danny Dumas, associate editor for Product Reviews at WIRED, and Steven Leckart, WIRED contributor, the awards presentation revealed this year's must-have mobile consumer electronics products and applications. The first CTIA Hot for the Holiday awards was announced during International CTIA Wireless IT&E taking place October 7-9, at the San Diego Convention Center.

Jitterbug LiveNurse is an important example of GreatCall's commitment to offer simplicity seekers a full family of helpful and personalized services that give them the tools needed to more actively manage their own wellbeing. For only \$4 per month, Jitterbug LiveNurse provides customers with unlimited access to registered nurses 24 hours a day, who can assist users with tailored health and wellness advice. In conjunction with 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.

"This award from CTIA validates the need for consumer-focused wireless health and wellness services that bring peace of mind to your daily routine," said GreatCall CEO David Inns, who accepted the award on behalf of the company. "To be recognized by and among our peers for a service that can truly add to and enhance the way consumers manage their own wellness is an extraordinary honor."

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](http://www.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.

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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