



Press Release

San Diego, Calif. - October 20, 2010

The GreatCall service offers AAA members added safety and security with 24/7 access to live, friendly, U.S. based GreatCall Customer Service representatives. In addition, for members, the AAA Emergency Roadside Service phone number comes pre-programmed in the phone via the user's personal contact list. Calls to AAA Roadside Service are always free. GreatCall's flagship product, the Jitterbug J handset, with large, backlit buttons, a powerful speaker with clear sound, and uncomplicated menus, is also uniquely user-friendly, which makes staying in touch even more convenient. GreatCall has introduced an additional handset to its line – the Samsung SCH – r100 – for AAA customers who want the premium GreatCall service experience but prefer a more traditional cell phone handset over the popular, uniquely designed Jitterbug J, also by Samsung.

"We're excited to have this opportunity to offer a targeted solution of services made exclusively for the needs of AAA members," said Ryan Jones Vice President, Strategic Partnerships at GreatCall. "With our easy-to-use handsets and our growing lineup of valuable services and applications, AAA members will have the security of knowing the friendly people from GreatCall are always available at a touch of a button."

GreatCall Benefits for AAA Members

AAA members receive a 5% discount on all monthly rate plan prices. Members also receive additional monthly talk-time minutes on most plans, a 30% discount on accessories, and significant savings on all of GreatCall's handsets. The monthly rate plans never require a contract and offer plenty of choice for those who talk a little or for those who talk a lot. Details of the offer can be found online: www.GreatCall.com/AAA.

"We're proud to be offering GreatCall's service and the Jitterbug J cell phone to our members," said Adam Hardt, Director of Mobile Services for the AAA Mid-Atlantic Club. "Not only does GreatCall offer first-class wireless and customer service, but the company has a family of unique optional features that will be a value-add to many of our members. And, these are prices they're not going to find anywhere else."

In addition to 24-hour U.S.-based customer support, GreatCall currently offers its customers a range of helpful services, including health and wellness services, through all of their handsets. Unique services, include the award-winning LiveNurse, which offers unlimited 24/7 access to a live registered nurse, Wellness Calls with Dr. Brian Alman, which offer a series of thoughtful questions and information for relaxing, motivating and overall well-being, and MyWorld, a fun way to stay up-to-date on personal interests such as local weather, daily trivia or updates on a favorite sports team

or stock investment. GreatCall's full range of service offerings can be accessed at their online AppStore: greatcall.com/MobileApps.

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.

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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