



Press Release

San Diego, Calif. - December 7, 2010

**GreatCall Expands Retail Availability of Jitterbug Cell Phones in Tri-State Area
Award-winning Handset Now at P.C. Richard & Son Stores**

GreatCall, Inc., a leader in developing wireless services focused on keeping people connected, safe and healthy, today announced that leading Tri-State appliance and electronics retailer P.C. Richard & Son will carry the award-winning Jitterbug J cell phones. The handsets, created by GreatCall, will be available in all 65 P.C. Richard & Son stores throughout Connecticut, New York, New Jersey, and Pennsylvania.

"As we continue to expand GreatCall's retail presence, we're excited to reach a new group of users who want simple handsets, including the Jitterbug J, as well as easy-to-use and helpful services and applications," said Ryan Jones, Vice President of Sales for GreatCall. "By working with retailing leaders and partners such as P.C. Richard & Son, we succeed in reaching those targeted customers who may not have had such convenient access to our products until now."

In addition to 24-hour U.S.-based customer support, GreatCall currently offers a range of helpful services, including health and wellness applications, through their handsets. Unique features include the award-winning LiveNurse, which offers unlimited 24/7 access to a live registered nurse, and the Medication Reminder service, which enables users to easily follow their medication schedule as prescribed by their doctor, track adherence to that schedule, and receive prescription refill reminders. Also available are 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 and applications can be accessed at their online App Store: greatcall.com/MobileApps

"The Jitterbug J handsets are unique and the applications available are unlike anything in the market, so we're eager to work with GreatCall to bring the experience to our valued customers," said Steve Miller, Buyer at P.C. Richard & Sons. "Having the Jitterbug in our stores adds a whole new dimension to the wireless products we carry, so we look forward to sharing the new, easy-to-use handset and services."

Available now, P.C. Richard & Son stores are carrying the Jitterbug J handset in Graphite and Red. The Jitterbug J in Red is available as part of GreatCall's support of the American Heart Association's Go Red For Women® movement, which raises awareness of heart disease so women can lead longer, heart-healthy lives.

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.

Press Contact:

Stephanie Waxman
Vantage PR for GreatCall
415-984-1970 ext. 0117
swaxman@vantagepr.com