



Press Release

San Diego, Calif. - January 7, 2010

Jitterbug, the leader in delivering easy-to-use, and innovative wireless services to people who seek simplicity, today announced the Jitterbug Wellness Call, a new service designed to help people feel better by providing them with proven techniques for relaxing, motivating and their overall well-being.

This exciting new program joins a growing portfolio of services offered by the company to enhance the lives of American consumers. Jitterbug's unique health and wellness services are differentiated from others because they are simple, intuitive, and fully supported by high quality customer service. Most recently the company was awarded the *Best Consumer Mobile Application at the International CTIA Wireless I.T. & Entertainment Conference* in San Diego for its LiveNurse service which enables Jitterbug customers to have access 24 hours a day, 7 days a week to a live registered nurse.

"We continue to develop services that improve the overall well-being of our customers and the partnership with Dr. Alman is one more way we show our commitment to that goal," said David Inns, Jitterbug CEO. "We know our customers will feel great after every Wellness Call, so we are including this as a free service in most of our service plans."

"Jitterbug has taken health and wellness to another level for their customers," said Dr. Brian Alman, Ph.D. and Founder of TruSage. "I am delighted to be working with Jitterbug's customers to help them easily integrate, remember and practice my proven techniques so that they can start creating a healthier lifestyle after their very first call."

About the Jitterbug Wellness Calls

The Jitterbug Wellness Call is a motivational and highly personalized coaching service delivered right to your Jitterbug. It has been developed in partnership with world renowned wellness expert Dr. Brian Alman, Ph.D. The service teaches personalized strategies and techniques that can improve your physical and mental outlook on every call.

The Jitterbug Wellness Call is based on the groundbreaking research and development of Brian Alman. For more than 30 years, he has dedicated his life to helping people cultivate the habits that create long term solutions for a positive outlook on life. He is a world-renowned health and wellness expert and a bestselling author whose books, audio and video programs have been translated into 14 different languages around the world.

The service works around the customers' schedule, so they can set the days and times when they want to receive their calls. Each call lasts four to five minutes and is personally guided by Brian

Alman himself. Through a series of thoughtful questions and information based on your own participation, you'll receive custom tips and solutions that provide a boost to help maintain a healthy lifestyle.

Comments from Actual Jitterbug Wellness Call Users:

Lori (age 46): *I look forward to my Wellness Calls—I listen to them in the afternoon to give me a mid-day pick-me-up. It's like a conversation with a best friend, where I always feel better after I get off the phone.*

Gloria (age 52): *I love receiving the Jitterbug Wellness Calls from Dr. Brian Alman and really look forward to them. I have such a busy life with so many distractions. It's great to have the calls to remind me: "It is 'take care of me' time." When I do this, the rest of my life gets easier. With each call, I can feel myself getting healthier and healthier from the inside out.*

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