



Press Release

San Diego, Calif. - January 7, 2010

Jitterbug's contribution to Go Red For Women is an important example of the company's leadership in offering customers access to health and wellness services that are simple, intuitive, and fully supported by high quality customer service. As a participant in the movement, Jitterbug has announced the new Jitterbug J by Samsung in Red, giving customers not only a "Red" cell phone to show their solidarity for the cause but also a unique way to communicate the message and "speak up" against heart disease. Customers who purchase the phone will receive official American Heart Association Heart Healthy Tips on the Jitterbug that they can implement in their own lives and share with loved ones.

"Heart disease is the leading cause of death among American women, and we at Jitterbug want to do our part to create solutions and save lives," said David Inns, Jitterbug CEO. "Contributing to Go Red For Women and further developing a family of easy-to-use services for heart health is another example of how Jitterbug is committed to using wireless technology to improve the health and wellness of our customers."

The new daily Health Tips service joins Jitterbug's current offering of helpful services including the award-winning Jitterbug LiveNurse, which connects customers to 24-hour registered nurses, as well as a regularly updated audio information library for medical advice and support. Like all of Jitterbug's services, the daily Health Tips and Jitterbug J by Samsung in Red cell phone will be fully supported by Jitterbug's 24/7 customer service staff. Integrating these crucial customer service interactions into every aspect of the phone differentiates Jitterbug as the complete service experience.

"Our new relationship with Jitterbug will allow us to reach even more women as we fight their number one killer, heart disease," said Neil Meltzer, American Heart Association Board Chairman and President and COO, Sinai Hospital of Baltimore. "Jitterbug's dedication and support will help Go Red For Women deliver health information to that encourages women to make life-saving choices everyday."

The Jitterbug J by Samsung in Red cell phone will be available to consumers in January at Jitterbug.com and by calling 866-292-6005.

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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