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The Jitterbug J from GreatCall Named 2011 Best Cell Phone

GreatCall, Inc., a leader in developing wireless services focused on keeping people **connected, safe and healthy™**, today announced that the Jitterbug J has been named the winner in the *2011 Best Cell Phone category of the About.com Reader's Choice Awards*.

In January, the *About.com Reader's Choice Awards* kicked off and readers were asked to nominate their "favorites" - which showcased the best products, features and services in multiple categories, from technology to hobbies to parenting. The Jitterbug J was one of only five finalists in the *Cell Phone Guide page's 'Best Cell Phone'* category.

"GreatCall became a finalist and it's all because of our focus on simplicity and putting a human touch in everything we do," said David Inns, CEO of GreatCall. "We would like to thank everyone who voted for us! We couldn't have won without the loyal support of the Jitterbug community and the friends and family that have seen the positive impact we have made in people's lives."

Since its 2006 debut, the award-winning Jitterbug cell phone and service has been widely praised for its smart feature set, ease of use, and absence of "feature overload." In addition to the company's award-winning handset, GreatCall currently offers a range of 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 award-winning 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.

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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