



Press Release

San Diego, Calif. - January 10, 2012

GreatCall® and Experian's ProtectMyID® Team Up to Keep Jitterbug Cell Phone Users Protected from Identity Theft

New Jitterbug Users to Receive One Free Year of Identity Protection from Experian's ProtectMyID

GreatCall, Inc., a leader in wireless services that enable people to stay connected, safe and healthy™, announces a new collaboration with Experian's ProtectMyID®, a full-service provider of identity protection and resolution. Beginning January 13, 2012, GreatCall customers who purchase the award-winning and easy-to-use Jitterbug cell phone will be eligible to receive a free, one-year membership to ProtectMyID. By combining an identity protection product with innovative GreatCall apps and services, such as 5Star Urgent Response™ for help in any situation or LiveNurse™ for 24/7 health advice from registered nurses, Jitterbug customers will now be protected.

"Experian's ProtectMyID is the perfect partner for GreatCall to expand our comprehensive offering of safety solutions," said Bill Kuncz, CFO for GreatCall. "This invaluable service will help our customers manage their credit risk, detect fraud and protect their identity."

Feeling secure about your personal finance information is just as important as feeling confident about your physical well-being. However, research shows that identity theft is still a significant problem for consumers, including:

- Approximately 15 million¹ United States residents have their identities used fraudulently each year with financial losses totaling upwards of \$50 billion.
- Credit and debit card fraud ranks No. 1 among current forms of fraud, with 81 percent of people saying² they have been impacted by payment card incidents in 2010.
- Identity theft of people age 50 and older represented³ about 28 percent of the total cases in 2010.

"Identity theft is a crime of convenience, and the growing proliferation of online activities and sharing of information is creating a gold mine for identity thieves," said Ken Chaplin, senior vice president of marketing for Experian's ProtectMyID. ProtectMyID will help new Jitterbug users protect themselves from identity theft."

As part of the free year of protection, Jitterbug customers will benefit from comprehensive financial protection that includes:

- One free year of identity protection from Experian's ProtectMyID Alert (up to a \$100 value)

- A copy of an Experian credit report to check for unauthorized accounts
- Daily monitoring of 50 leading indicators of identity theft
- Early warning Surveillance Alerts™
- Toll-free access to Experian-trained Identity Theft Resolution Agents
- \$1 million Identity Theft Insurance with a \$0 deductible*

For more information about GreatCall: www.greatcall.com

For more information about Experian's ProtectMyID: www.protectmyid.com

To access company logo and high resolution images, please visit: www.greatcall.com/assets

Follow GreatCall on Twitter: [@GreatCallInc](https://twitter.com/GreatCallInc), and on Facebook: www.facebook.com/greatcall

** Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of Chartis Inc. Please refer to the actual policies for complete terms, conditions, and exclusions of coverage.*

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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About Experian's ProtectMyID

ProtectMyID is a leading, full-service provider of identity theft detection, protection and resolution. ProtectMyID offers comprehensive identity theft protection products supported by experienced

identity theft resolution professionals who deliver personal attention that customers can rely on. ProtectMyID.com is a Website owned by ConsumerInfo.com, Inc., an Experian company. For more information about how ProtectMyID helps consumers protect themselves against identity theft, please visit <http://www.ProtectMyID.com>.

About Experian

Experian® is the leading global information services company, providing data and analytical tools to clients in more than 80 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2011 was US\$4.2 billion. Experian employs approximately 15,000 people in 41 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

For more information, visit www.experianplc.com

Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners.

¹ Source: "Identity Theft Victim Statistics" By www.IdentityTheft.Info, 2010, <http://www.identitytheft.info/victims.aspx>

² Source: "Faces of Fraud: Fighting Back" Survey, By BankInfoSecurity.com, December 27, 2010, http://www.bankinfosecurity.com/articles.php?art_id=3206&opg=1

³ Source: "Seniors Must Be Protected Against Identity Theft" By Staff, 2010, <http://www.id-theft-security.com/lifelock-blog/2011/11/seniors-must-be-protected-against-identity-theft/>