

Press Release

Bosch Healthcare and GreatCall form strategic partnership to advance mobile telehealth

February 19, 2013

- ▶ Bosch Healthcare and GreatCall join forces to bring innovative mobile health solutions to remote patient monitoring
- ▶ Partnership underscores the changing demographics and needs of telehealth users

PALO ALTO and SAN DIEGO, Calif. – Feb. 19, 2013 – Robert Bosch Healthcare Systems, Inc., the market leader in evidence-based telehealth solutions, and a subsidiary of the Bosch Group, and GreatCall, Inc., a leader in wireless services that help people stay connected, safe and healthy, today announced a strategic partnership to develop and market an innovative line of mobile telehealth and m-health solutions. The partnership combines Bosch’s evidence-based telehealth solutions, which provide patients with valuable disease/condition knowledge and reinforcement to improve their self-management skills, with GreatCall’s expertise in developing wireless health and safety solutions for older consumers and their families.

Bosch Healthcare provides telehealth solutions using over 100 health management programs in more than 30 medical conditions. These programs support the care of patients with chronic conditions, both in the important period post-hospitalization and during longer-term care coordination. With an increasing number of active adults of all ages living with chronic conditions, Bosch is convinced that mobile telehealth solutions will become indispensable in engaging and meeting the needs of this broader population, while delivering key elements that have shown to generate positive clinical and economic outcomes for its traditional user base.

Jasper zu Putlitz, M.D., president of Bosch Healthcare Systems, underscored the company’s enthusiasm for the partnership with GreatCall: “Today, many older persons are active and are looking for a telehealth solution that travels. In partnering with GreatCall, we will be able to leverage GreatCall’s expertise in mobile technology and Bosch’s evidence-based telehealth approach in order to offer our customers mobile telehealth solutions.”

GreatCall is one the first companies to understand how to provide usable technology for aging consumers, and has successfully launched innovative wireless products under the Jitterbug[®], 5Star[™] and GreatCall[®] brands. The company's products are widely recognized as easy to understand and use. GreatCall's wireless devices, mobile PERS, and health and safety services provide immediate access to health-care and emergency response professionals, and timely information and reminders, and assist its customers in remaining engaged and living a quality life.

"Telehealth and m-health solutions can provide vast benefits to patients, their families and their healthcare providers," said David Inns, president and CEO of GreatCall. "Our partnership with Bosch Healthcare is a significant milestone for the industry and will help make the promise of broad adoption of these solutions a reality."

The companies anticipate their first offering will become commercially available this year.

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About Robert Bosch Healthcare

Robert Bosch Healthcare Systems, Inc., is a leading provider of innovative telehealth systems. Bosch's product spectrum ranges from patient interfaces to comprehensive health management and patient evaluation software allowing healthcare professionals to efficiently evaluate the patient's health status. Bosch Healthcare strives to help improve diagnosis and treatment through systematic patient monitoring and involvement. The result is that health professionals are able to provide a higher quality of care for patients with chronic conditions, patients lead happier and healthier lives, and the cost of healthcare is reduced for payers. Robert Bosch Healthcare Systems, Inc. is a fully owned subsidiary of the Bosch Group. For more information, go to www.bosch-telehealth.com.

About the Bosch Group

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs over 23,000 associates in more than 100 locations, with sales of \$9.8 billion in fiscal year 2011. For more information, visit www.boschusa.com.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive technology, energy and building technology, industrial technology and consumer goods, more than 300,000 associates generated sales of 51.5 billion euros (\$71.7 billion) in 2011. The Bosch Group comprises Robert Bosch GmbH and roughly 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends around 4.2 billion euros (\$5.8 billion) for research and development, and applies for over 4,100 patents worldwide. The Bosch Group's products and services are designed to improve quality of life through solutions that are innovative and beneficial, as well as fascinating. In this way, the company offers technology worldwide that is "Invented for life." Additional information is available online at www.bosch.com and www.bosch-press.com.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

About GreatCall, Inc.

GreatCall provides easy-to-use wireless health and safety products for aging consumers and their families, allowing them to enjoy a worry-free independent lifestyle. The company stands apart from other wireless services providers through its simplified, personalized and humanized approach, as well as its commitment to providing a high quality customer service experience. The company has been widely praised for its ability to deliver the benefits of innovation and technology in a meaningful and easy-to-use format. GreatCall has received prominent national media accolades from the Wall Street Journal, BusinessWeek, The New York Times, Washington Post and major TV broadcast networks.

GreatCall's products and services, including The 5Star™ and the Jitterbug® are sold nationwide at leading retailers such as Walmart, Best Buy, Sears, Radio Shack Dealer Franchise, Fry's Electronics and ShopKo, as well as direct to consumers at 1-800-918-8543 and online at GreatCall.com. Service coverage includes the U.S. and Canada. GreatCall is located in San Diego, CA.

To learn more about all available GreatCall products and services, please visit: <http://www.greatcall.com>. This GreatCall news release and other announcements are available at <http://www.greatcall.com/buzz>. Or follow our news on Twitter [@GreatCallInc](https://twitter.com/GreatCallInc) and on Facebook facebook.com/greatcall. For access to company logos and high-resolution images and screen shots, please visit: www.greatcall.com/assets.

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