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GREATCALL ANNOUNCES NEW CALL CENTER IN RENO TO SUPPORT GROWTH IN MOBILE HEALTH AND SAFETY SERVICES

Company to Increase Call Center Staff by 40 Percent in 12 months

SAN DIEGO (April 29, 2013) – GreatCall, Inc., the leader in wireless health and safety services for aging consumers and their families, celebrated the groundbreaking of its new call center located at 9290 Gateway Drive, Suite 230, in Reno, Nev. today. GreatCall is seeing increased demand for its innovative and helpful solutions, and in fact saw its 5Star Urgent Care customer base grow by more than 250 percent in the last 12 months. The new call center will help meet the service needs of these customers as GreatCall invests more than \$1 million in the new 20,000-square-foot facility which will begin operating in June 2013.

GreatCall, the creator of Jitterbug, 5Star Urgent Response, and a suite of health and medical apps, currently employs more than 500 U.S. based, full-time staff, including emergency response professionals, customer service representatives, 24/7 live operators and sales representatives at its two facilities in California. The new call center will add 75 new hires within the next six months.

“As mobile safety and health solutions become more prevalent each year, it is critical to meet this expanding demand with highly trained emergency responders and customer care representatives,” said David Inns, President and CEO at GreatCall. “Our new facility and expanded team of experts will allow us to continue to provide the superior level of personalized service for which GreatCall is known.”

The new Reno call center will support GreatCall’s growing range of mobile health and safety offerings, all of which offer live support, including emergency response, live Operator assistance and 24/7 U.S. based customer service. The new staff will continue to provide live service to all of GreatCall’s subscribers, no matter which product they are using, even a safety or health app on a smart phone.

In addition to the award-winning, U.S. based customer service team, and 24/7 live Operator assistance, the new call center will house a team of GreatCall’s 5Star Urgent Response agents, who are certified by the National Academies of Emergency Dispatch (NAED) and are trained in CPR and other emergency protocols. These agents can assess a caller’s situation, identify their location using new, patented GPS technology and advanced location analysis, and determine the appropriate assistance when they are experiencing a medical emergency or threat to their safety.

The new, state-of-the-art facility features new equipment, new back-end systems, SAS 70 Type II certified infrastructure for emergency response, an employee training center and extensive space for call stations. Local labor will be used to manage and execute the 10-week construction project of building improvements.

To celebrate the groundbreaking, Nevada Gov. Brian Sandoval, Reno Mayor Bob Cashell and GreatCall President and CEO David Inns delivered remarks during a press conference today at Peppermill Resort Hotel in Reno.

For more information about how to view or apply for open positions, applicants may visit www.greatcall.com/careers or www.nevadajobconnect.com.

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**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. As the creator of Jitterbug, 5Star Urgent Response, and a suite of health and medical apps, 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. GreatCall also offers a growing family of health and medical apps including Urgent Care, MedCoach and 5Star. Service coverage includes the U.S. and Canada. GreatCall is located in San Diego, Calif. To learn more about all available GreatCall products and services, please visit: www.greatcall.com. This GreatCall news release and other announcements are available at 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.