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***GreatCall® and Posit Science® Partner to Offer Mobile Brain Exercises on the Jitterbug Cell Phone***

*New Offering Aims To Improve Memory and Focus as Part of Award-Winning Health and Safety Features*

**SAN FRANCISCO, CALIF. (January 8, 2013)** – In partnership with Posit Science, GreatCall, a leader in wireless products and services that enable its customers to stay connected, safe and healthy today announced the immediate release of Brain Games on the Jitterbug cell phone at the 2013 Consumer Electronics Show in Las Vegas. Attendees will be among the first to exercise their brains using Posit Science’s newest memory games from the convenience of GreatCall’s award-winning and easy-to-use Jitterbug cell phone.

The two games, named “Quick Match” and “Make a Pair” aim to improve memory and cognitive thinking for GreatCall customers, and come preloaded on all Jitterbug Plus cell phones at no extra cost or monthly service fee. Posit Science’s brain exercises are built on the fact that as we get older, our brains become less efficient at processing information. In fact, research published by the British Medical Journal shows that brain function can start decreasing as early as age 45. “The Jitterbug has become a platform for health and safety services that really work for older consumers,” said David Inns, CEO of GreatCall. “With the help of Posit Science, we feel this fantastic new Brain Games product will truly help our customers with their overall wellness goals.”

Both brain exercise games included on the Jitterbug Plus have been shown to improve memory and focus in older adults. “Studies show that these games significantly improve cognitive function in older adults. They improve the brain’s ability to take in information from the environment quickly and accurately, which in turn improves everything from health-related quality of life to the ability to retain independence later in life,” said Henry Mahncke, CEO of Posit Science.

Unlike previous cognitive training, these brain games do not try to fix a problem by practicing it repeatedly. The exercises use intelligent algorithms that constantly adjust the game’s difficulty level to a person’s performance, so that each player has a tailored journey as they progress through the memory games.

“Our scientists are experts in brain plasticity, the ability of the brain to re-wire and change. Each exercise draws on what experts have learned in recent years about driving change in the brain. Based on our expertise, we have developed exercises that train and sharpen cognitive function by improving the speed and accuracy of sensory perception,” explains Mahncke.

Those attending the Consumer Electronics Show can experience the games firsthand at the GreatCall booth, located in South Hall, booth 26725.

**About GreatCall, Inc.** GreatCall is a company of "People You Can Count On" to deliver wireless services that help keep customers connected, safe and healthy. 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 services, apps, and cell phone handsets, including the Jitterbug® and The 5Star™ 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. For more information, please visit [www.GreatCall.com](http://www.GreatCall.com).

To learn more about all available GreatCall products and services, please visit: <http://www.greatcall.com/jitterbug>. This GreatCall news release and other announcements are available at <http://www.greatcall.com/buzz>. Or follow our news on Twitter @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](http://www.greatcall.com/assets).

**About Posit Science** Posit Science is the leading provider of clinically proven brain fitness training. Its exercises, available online at [www.BrainHQ.com](http://www.BrainHQ.com), have been shown to significantly improve brain speed, attention, memory and quality of life. Multiple studies have been conducted and published on the efficacy of Posit Science’s exercises in more than 60 peer-reviewed articles in leading science and medical journals. Posit Science’s work has been featured in three public television documentaries as well as in numerous news programs, national magazines, and major newspapers. Posit Science was featured in SharpBrains’ report on the digital brain health market as a “Top Company to Watch in 2013/2014”. The company’s science team is led by renowned neuroscientist Michael Merzenich, PhD.

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