



FOR IMMEDIATE RELEASE

GreatCall adds AliveCor® Heart Monitor to Mobile Health Portfolio

Connection to Touch3 smartphone brings mobile heart health tracking directly to patients and their physicians

SAN DIEGO – October 30, 2014 – [GreatCall, Inc.](#), the leader in creating mobile health and safety solutions for active aging, is bringing the ability to affordably track heart health anywhere, anytime to its Touch3 smartphone as a pilot program. The [AliveCor® Heart Monitor](#) is now available as a Touch3 accessory, enabling those with suspected or diagnosed heart conditions as well as those at risk of heart conditions to fully participate in their own cardiac health.

The AliveCor Heart Monitor fits on the back of a GreatCall Touch3 smartphone and simply rests on the user's fingers or chest to record an ECG (electrocardiogram). AliveCor's proprietary technology converts electrical impulses from the user's fingertips into ultrasound signals transmitted to the mobile device's microphone and into the free AliveECG app.

"Heart disease is the leading cause of death in the U.S., claiming about 1 million lives each year," said David Inns, CEO of GreatCall. "With access to an easy-to-use, affordable mobile health tool, patients can instantly communicate data to physicians without an office or hospital visit. This can positively impact access to care, costs and, potentially, outcomes."

The AliveCor Heart Monitor's medical grade ECG recordings can be shared directly with physician or sent to a U.S. board-certified cardiologist through a cloud-based ECG analysis service provided by AliveCor. In as little as 30 minutes users can receive expert reviews of their ECGs directly through the free AliveECG app providing a more complete picture of their current heart health. Recently, the device was granted FDA clearance for its algorithm that can immediately detect if patients are experiencing atrial fibrillation (AF), the most common form of cardiac arrhythmia.

"We are excited to work with GreatCall as it is clear to us that they really understand the needs of the active aging population who are at a higher risk for stroke and other serious heart conditions," said Euan Thomson, president and chief executive officer of AliveCor. "We have designed the AliveCor Heart Monitor as an easy-to-use, cost effective medical device that meets the needs of this customer and it is our hope that the use of our technology will continue to help save more lives."

The AliveCor Heart Monitor is intended to record, store and transfer electrocardiogram (ECG) rhythms. The AliveCor Heart Monitor also displays ECG rhythms and detects the presence of atrial fibrillation (when prescribed or used under the care of a physician). The AliveCor Heart Monitor is intended for use by healthcare professionals, patients with known or suspected heart conditions and health conscious individuals. The AliveCor Heart Monitor is compatible with all iOS models and most Android mobile devices. Users have the ability to access their data confidentially anytime, anywhere.

The AliveCor Heart Monitor is available at www.greatcall.com/alivecor. It is priced at \$199.00.

About GreatCall, Inc.

GreatCall is the leader in creating mobile health and safety solutions for active aging. With its suite of easy-to-use products and services, including GreatCall Splash, Jitterbug5, Touch3 and health, safety and medical apps, including Urgent Care, GreatCall Link, MedCoach and 5Star, GreatCall utilizes an award-winning personalized approach to ensure aging consumers can live more independent lives.

GreatCall's products and services are sold nationwide at leading retailers as well as direct to consumers at [1-800-296-4993](tel:1-800-296-4993) and online at www.GreatCall.com. Service covers the U.S. GreatCall is headquartered in San Diego, CA. To learn more about GreatCall products and services, please visit www.GreatCall.com. This 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 at [Facebook.com/greatcall](https://facebook.com/greatcall). For access to company logos, hi-resolution images and screen shots, please visit: www.greatcall.com/assets.

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