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GreatCall Redefines Role of Technology for Active Aging with Launch of Touch3 Smartphone

Touch3 breaks the complexity barrier enabling older consumers to experience the benefits of connected health services

SAN DIEGO – September 4, 2014 – [GreatCall, Inc.](#), the leader in creating usable technology for active aging, is empowering older consumers to live within their own communities safely, comfortably and independently. Today's introduction of the new GreatCall Touch3 eliminates the complexity of previous smartphones so consumers can easily access the health and safety services they need to remain connected, protected, and in control of their lives.

"GreatCall is committed to creating the most robust portfolio of solutions for active aging in the country – from smartphones and medical alert devices to health and safety apps. We have one goal in mind: keeping our customers safe, healthy and independent wherever they choose to live," said David Inns, CEO of GreatCall. "The key is the unique combination of health and safety and ease-of-use, as well as our unwavering commitment to customer service."

GreatCall's new Touch3 smartphone by Samsung connects customers with friends and family and to wellness and safety solutions by keeping them engaged on a daily basis. "Our customers told us they don't like to wade through numerous difficult-to-read screens to get to what they want," added Inns. "We focused on essentials, so accessing meaningful functions – help, phone, camera and text – is quicker and easier and technology becomes a key part of the solution.

Touch3's access to exclusive health and safety services at the touch of a button is at the core of what makes it truly smart. These pre-loaded apps make it easy to stay independent.

- Users get instant access to GreatCall's [5Star service](#) and its team of NAED-Certified Response agents. These U.S.-based agents use the phone's GPS and information provided in the user's Personal Profile, to confirm the user's location and effectively evaluate the situation. Agents provide the connection to whichever emergency services are required, from medication questions to emergency dispatch services.
- Users get instant access to [Urgent Care](#) which provides 24/7 unlimited access to speak with registered nurses or board certified doctors anytime, anywhere without having to travel to a doctor's office or make a copayment.
- The [MedCoach](#) medication reminder app enables users to easily follow medication schedules as prescribed by their doctors.

For those who are coping with the responsibilities of caregiving, GreatCall has created Link. 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.

The Touch3 is available today at www.greatcall.com, and rolling out throughout the month at retail locations. It is priced at \$169.99, with a \$20 introductory discount and no contract is required. Monthly service plans that include unlimited 5Star and UrgentCare service start at \$24.99. Data plans start at \$2.49 a month for 20MB, allowing customers to purchase only the level of data they need.

About GreatCall, Inc.

GreatCall is the leader in creating usable technology for active aging. The creator of a suite of products for active aging, 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 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 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://www.facebook.com/greatcall). For access to company logos, hi-resolution images and screen shots, please visit: www.greatcall.com/assets.

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