



GREATCALL'S "LIVE LIFE FEARLESSLY" CAMPAIGN REIMAGINES HOW CONSUMERS REALLY VIEW LIFE

Advertising Hall of Fame director and Oscar-winning cinematographer join GreatCall - Davis Elen team to create fearless life: as easy as falling off a building

SAN DIEGO, CA, JUNE 3, 2014 – GreatCall Inc., the leader in enabling aging consumers and their family caregivers to stay connected, protected and in control of their lives, is changing the direction of connected health marketing by creating a campaign that reimagines how its customers really look at life.

The "Live Life Fearlessly" campaign, directed by Bob Giraldi, the only director to be inducted into the Advertising Hall of Fame, and filmed by Oscar-winning cinematographer Claudio Miranda, features GreatCall spokesman and safety advocate John Walsh – and his stunt double, base jumper Jon DeVore – jumping off a 37-story building. Walsh, saved by his GreatCall parachute, emerges unscathed and able to continue on his way, worry-free.

"What seems like a superhero approach to life's challenges is actually an extended metaphor that speaks directly to our audience," said Bill Yates, GreatCall's Chief Marketing Officer. "As the leader in this space, it is our goal to understand this market better than anyone. We know, from almost a decade of research and daily conversations with our customers, that their top fears are all tied to independence: fear of leaving the house, falling and depression from losing key freedoms. Our products provide solutions to these needs and this campaign delivers a message of freedom, connection and safety."

The 60- and 30-second spots were shot in at Sony Pictures Studio in Culver City and a 37-story Los Angeles skyscraper. The campaign will begin airing in late May on national networks including CNN, Fox News, MSNBC, Hallmark Movies, USA and Gameshow.

"GreatCall has been working with Davis Elen since the early days of the mobile personal emergency response market," said David Moranville, the agency's Partner, Chief Creative Officer. "With the company's health and safety focus came an opportunity to re-imagine what life could look like when lived fearlessly. We don't advocate jumping off buildings, but illustrating the 'fearlessly' concept pushes not only our collective imagination but also that of our audience."

About GreatCall Inc.

GreatCall is the leader in empowering aging consumers and their family caregivers to stay connected, protected and in control of their lives. The creator of Jitterbug, GreatCall Splash and an award-winning suite of health, safety and medical apps, including Urgent Care, GreatCall Link, MedCoach and 5Star, GreatCall provides a personalized approach to ensure aging consumers are more connected, in control and safe.

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/newsroom or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook [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.