



GREATCALL INC. ACQUIRES LIVELY INC.

FURTHERS GROWTH OF CONNECTED HEALTH PORTFOLIO FOR ACTIVE AGING

SAN DIEGO - December 3, 2015 - GreatCall Inc., the leader in creating usable technology for active aging, has acquired the assets of Lively Inc., a connected home health platform for older adults. The acquisition is a key step in GreatCall's commitment to growth and the development of its connected health portfolio.

"GreatCall's leadership in active aging is rooted in customer knowledge. With a deep understanding of the needs of our customers, we have been uniquely positioned to build awareness of key issues and develop products and services that address the needs of both older adults and their caregivers," says David Inns, CEO of GreatCall. "Acquiring Lively builds upon that ideal and as we move forward into our second decade, we will continue to innovate, build our customer base and develop our connected health platform based on that foundation."

Lively, founded in 2012, developed a safety watch and a system of passive activity sensors to alert family members and share daily routines. "We are excited that the Lively platform will build upon GreatCall's leadership in active aging," says Iggy Fanlo, Lively's CEO and co-founder. Lively's products will be supported by the GreatCall Customer Care team and will ultimately be managed on the GreatCall platform.

"As GreatCall looks at consolidating the fragmented active aging space, we see this acquisition as a strategic move for our connected health platform," adds Brian Berning, CFO of GreatCall. "We will continue to innovate new products and services but we will also acquire synergistic opportunities. With the sheer number of family caregivers in the U.S. and the aging of Baby Boomers, the need for technology support will increase rapidly. GreatCall is poised to anticipate and respond to that 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 corporate assets are available at www.greatcall.com/newsroom or follow our news on Twitter @GreatCallinc and on Facebook at Facebook.com/greatcall

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