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**JITTERBUG LIVENURSE™ WINS BEST  
MOBILE CONSUMER APPLICATION AWARD**

SAN DIEGO, October 13, 2009 – At an October 8 ceremony at International CTIA WIRELESS I.T. & Entertainment 2009®, GreatCall, Inc., creators of the Jitterbug cell phone and service, received the CTIA Hot for the Holiday's "Hottest Mobile Consumer Application" award for their Jitterbug LiveNurse™ service.

Hosted by Danny Dumas, associate editor for Product Reviews at WIRED, and Steven Leckart, WIRED contributor, the awards presentation revealed this year's must-have mobile consumer electronics products and applications. The first CTIA Hot for the Holiday awards was announced during International CTIA Wireless IT&E taking place October 7-9, at the San Diego Convention Center.

Jitterbug LiveNurse is an important example of GreatCall's commitment to offer simplicity seekers a full family of helpful and personalized services that give them the tools needed to more actively manage their own wellbeing. For only \$4 per month, Jitterbug LiveNurse provides customers with unlimited access to registered nurses 24 hours a day who can assist users with tailored health and wellness advice. In conjunction with the live support, customers can also access an audio library featuring up-to-date information on hundreds of health- and wellness-related topics. Integrating these crucial customer service interactions into Jitterbug LiveNurse gives users a complete wellness experience.

"This award from CTIA validates the need for consumer-focused wireless health and wellness services that bring peace of mind to your daily routine," said GreatCall CEO David Inns, who accepted the award on behalf of the company. "To be recognized by and among our peers for a service that can truly add to and enhance the way consumers manage their own wellness is an extraordinary honor."

"CTIA Hot for the Holidays has given retailers and consumers a preview of the mobile CE products that will be in high demand this holiday season," said Robert Mesirov, vice president and show director for CTIA. "We congratulate Jitterbug on the Hottest Mobile Consumer Application award for their LiveNurse service."

### **About Jitterbug**

Since its 2006 debut, the award winning Jitterbug cell phone and service has been widely praised for its smart feature set, ease of use, and absence of "feature overload." Jitterbug has received prominent national media accolades from the *Wall Street Journal*, *BusinessWeek*, *The New York Times*, *Washington Post* and major TV broadcast networks. In 2008, Jitterbug was recognized as the *Best Small Company* by the American Society of Aging and *Best Overall Company* at the Stevie Awards for Women in Business. Other substantial recognition and awards include the Cellular Telecommunications and Internet Association's 2007 design award, the esteemed Andrew Seybold Choice Award for *Best New Wireless Company of 2007*, finalist for CES's 2007 Last Gadget Standing competition, *New York Times*' Top 10 Brilliant Ideas and *Reader's Digest 100 Best Products*.

### **About GreatCall, Inc.**

GreatCall, Inc., creator of Jitterbug, was founded by Arlene Harris, the first woman inducted into the Wireless Hall of Fame, and Martin Cooper, the father of the first portable cellular phone. GreatCall is the leader in delivering easy-to-use, affordable and life-enhancing services to people who seek simplicity. Jitterbug, created with worldwide leader Samsung and operating on the Verizon network, is sold nationwide at leading retailers such as Sears, Radio Shack, CVS and ShopKo as well as direct to consumers at 1-800-918-8543 and online at [Jitterbug.com](http://Jitterbug.com). Service coverage includes the U.S. and Canada. GreatCall is located in San Diego, CA. For more information, please visit [www.jitterbug.com](http://www.jitterbug.com).

### **About International CTIA WIRELESS I.T. & Entertainment 2009<sup>®</sup>**

International CTIA WIRELESS IT&E is CTIA's fall show focused on mobile business. This event brings together a unique community of enterprise users, carriers, developers and manufacturers to generate dialogue, share ideas and debate the economics of wireless innovation. Visit [www.ctiashow.com](http://www.ctiashow.com).

CTIA-The Wireless Association<sup>®</sup> is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2010 takes place in Las Vegas, March 23-25; International CTIA WIRELESS IT&E 2010 takes place in San Francisco, October 6-8. For more association information, visit [www.ctia.org](http://www.ctia.org).

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