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## Jitterbug® National Survey Shows People “Get Personal” About Cell Phones

### *Features Overload is “Out”; Personal Service is “In”; Service Contracts are “Yesterday”*

**Del Mar, Calif. May 27, 2008** – While the latest and greatest cell phone bells and whistles may spur lively party conversation, a new national survey\* shows that the majority of consumers actually prefer basic personalized options and good old fashioned personal service over fancier techno-fare. Jitterbug today announced the results of its survey conducted by Kelton Research showing that consumers of all ages tend to have a preference for personalized cell phone features and services and share a strong dislike of cell phone service contracts.

The survey was conducted as part of Jitterbug’s celebration activities surrounding the 35<sup>th</sup> anniversary of the cell phone. Jitterbug co-founder Marty Cooper is widely recognized as the inventor of the cell phone and his wife, Arlene Harris, invented the Jitterbug phone.

Key survey findings include:

- **Feature Overload is “Out”**
  - 73% of respondents prefer to pay only for what they believe they will actually use, compared to only 27% who want all the bells and whistles
  - 32% of cell phone users say their current cell phone service has more features than they know what to do with
- **Personalized Services are “In”**
  - 71% said they would be interested in 24-hour access to a personal telephone assistant who could give them tailored service
  - 34% would prefer to have someone else set up their phone features and services for them
- **Service Contracts are “Yesterday”**
  - 34% of cell phone users say their current contracts or service agreements have too many restrictions
  - 61% say they might purchase a cell phone or change cellular service providers if they could get one with no contracts

- 50% say they would feel more uneasy about signing a new two-year cellular service contract than they would about going to the dentist

“This research reinforces what we’ve said all along about what many people really want,” said Arlene Harris, Jitterbug Founder and Chairman of the Board of Directors and Chief Strategy Officer.

“Today, the ability for each of us to have something personal and reflective of our unique individuality has become a rarity. But that’s exactly what technology can offer with focused attention on the right things. We view a cell phone as a close personal companion and take the ‘personal’ part of that very seriously. This research shows that cell phone users feel the same way.”

Jitterbug simplifies the entire user experience with a phone that is easy to use and wireless service that is friendly and affordable, with no contracts. Jitterbug, created with worldwide leader Samsung, has received prominent national media accolades from the *Wall Street Journal*, *BusinessWeek*, *The New York Times*, *Washington Post* and major TV broadcast networks. Substantial recognition and awards include Cellular Telecommunications and Internet Associations 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. Jitterbug was also recently recognized as this year’s *Best Small Company* by the American Society of Aging.

The survey was conducted by Kelton Research between May 2, 2008 and May 5, 2008 to 1,001 Americans ages 18 and over using an email invitation and online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. In this study, the chances are 95 in 100 that a survey result does not vary +/- by 3.1 percentage points.

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

GreatCall, creator of Jitterbug, was founded in 2006 by Arlene Harris, a 45-year veteran in wireless and the first woman inducted into the “Wireless Hall of Fame”, and Martin Cooper, the father of the first portable cellular phone. GreatCall’s vision is to deliver easy to use, helpful and affordable cellular phones and service, creating a new industry standard for simplicity. The company has attracted venture capital funding from premier investors, including Boston and Palo Alto based Charles River Ventures, Nauta Capital of Barcelona, Spain and San Diego based Steelpoint Capital Partners. Jitterbug, created with worldwide leader Samsung, is sold nationwide through direct-to-consumer channels and partner FirstStreet. Jitterbug is also available at Best Buy, Sears, select CVS, Beltone Hearing Centers, and wireless retailers across the country. Service coverage includes the U.S. and Canada. GreatCall is located in Del Mar, CA. For more information, please visit [www.jitterbug.com](http://www.jitterbug.com).

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