

Jitterbug® Announces New Roadside Service for Enhanced, Personalized Customer Service and Support

Popular Phones Now Also Available in Best Buy Retail Stores Nationwide

Del Mar, Calif. – September 4, 2008 – Jitterbug today announced from the *2008 AARP Life @ 50+ National Event and Expo* taking place in Washington DC, that it is now offering a new roadside assistance service for its customers. Additionally, Jitterbug has announced that its cellular phones and service are immediately available in nearly 950 Best Buy Mobile retail stores nationwide. This is part of a joint commitment by both companies to support cell phone users who want access to a better choice of phones and service that suit their simpler lifestyles by removing stress like complicated long term contracts and adding peace of mind through services like its new roadside assistance.

Jitterbug's mission has always been to offer its customers simplicity, personalization and a superior level of customer service. With its existing 24/7 live operator service in which a friendly operator will greet you by name, and now the addition of its roadside assistance service, Jitterbug continues to offer peace of mind and safety which has become a hallmark of its superior service.

“We know our customers well and always strive to provide exactly the features and services they want – which they can customize for individual preferences,” said Arlene Harris, GreatCall's co-founder and Chairman of the Board of Directors. “We now can offer roadside service to our customers at a fraction of what it would cost them to use one of the dedicated services. Our customers can just call our roadside safety experts whenever they experience a problem and they will help resolve the problem and get them on their way. Our new roadside assistance service is yet one more way we offer peace of mind and safety to our valued customers.”

Personalized Features of Jitterbug's Roadside Assistance Service:

For only \$4 a month, Jitterbug Customers receive:

- **Towing** - If your vehicle requires a tow, we'll arrange for your vehicle to be towed to the closest qualified repair facility.
- **Battery Jump Start** – If your non-hybrid vehicle won't start due to a dead or weak battery, we'll provide a charge to get you back on the road.
- **Flat Tire Service** – If you have a flat tire, we'll install your inflated spare (a spare tire will not be provided).
- **Fuel Delivery** – If you run out of fuel, an emergency supply will be delivered to you. The cost of fuel is covered up to three (3) gallons.
- **Lockout** – If you are locked out of your vehicle, a locksmith will help you regain entry.
- **Winching/Extraction** - If your vehicle is stuck in the mud, sand, or snow on or within 10 feet of any normally traveled, paved public street, highway or parking area we will provide service to free your vehicle.

Additionally, with Jitterbug cell phones now available in Best Buy retail stores, Jitterbug simplifies the entire user experience with a phone that is easy to use and wireless service that is friendly and affordable. For the nearly 69 million boomers and seniors, many of whom are often overwhelmed by technology or just prefer a simpler approach, Jitterbug offers a distinct and compelling way to keep in touch when away from home and the personalized services that they need.

"Jitterbug fills an important gap in our handset lineup so that Best Buy Mobile can better deliver on several of our key value propositions like helping our customers choose the best phone and service for their lifestyle. With Jitterbug, we are now able to satisfy a new segment of customers who have often felt left out by advancements in technology," said Shawn Score, Best Buy Mobile's President.

Jitterbug 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.

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. Jitterbug, created with worldwide leader Samsung, is sold nationwide through direct-to-consumer channels and partner FirstStreet. Jitterbug is also available at other trusted retailers. Service coverage includes the U.S. and Canada. GreatCall is a privately held company located in Del Mar, CA. For more information, please visit www.jitterbug.com.