



FOR IMMEDIATE RELEASE

*Media Contact:*

Liz Roop  
NPC Creative Services  
(813) 960-5092 ext. 757  
[liz@npccs.com](mailto:liz@npccs.com)

## GenerationOne Acquires FireFly Mobile

MIAMI, Fla. – (April 2008) – GenerationOne, Inc., which is developing the nation’s first fully integrated solution for mobile collaborative care, has finalized its acquisition of FireFly Mobile, the nation’s first and largest child-focused mobile provider.

“FireFly Mobile is the perfect complement to GenerationOne’s existing mobile communications infrastructure. By leveraging its expansive cellular network, we will significantly expand both the scope and capacity of our mobile health and wellness solutions,” said Jeffrey Wolf, Chairman and CEO, GenerationOne. “Its core market also opens the door to providing our mobile tools to help children maintain their health and wellness, especially those who are struggling with chronic health conditions.”

Adds Kyle Cox, Chief Operating Officer, FireFly Mobile: “The acquisition will be of significant benefit to the kids and parents already utilizing FireFly’s mobile phones and airtime services. GenerationOne will continue to provide high-quality support and service to FireFly customers and retail distributors, and plans are underway to expand product offerings and pricing options.”

FireFly’s robust nationwide voice and data network will be utilized to deliver GenerationOne’s mobile health and wellness solutions, which enable clients to manage medical and health information that is securely captured, transmitted and displayed via a wireless device.

Designed by experts in mobile and health information technologies, GenerationOne solutions facilitate interactive wireless communications, real-time interventions and advanced decision support. By allowing consumers to integrate proactive, automated health management into their daily routines, GenerationOne solutions reduce costs and improve outcomes by maximizing medication compliance and adherence to recommended behaviors.

### *About Firefly Mobile*

Firefly Mobile is dedicated to making everyday life easier by providing unique mobile products for niche markets. The original Firefly Blue phone is winner of the 2007 Red Herring 100 Award, 2006 Consumer Electronic Association “Best of Innovations” Award, 2006 Kid Power Breakout Award and 2005 CTIA Wireless Widget Award for Coolest New Wireless Device. The company's products are targeted to children from ages 5-12 and are available at major retailers in the U.S. including Target, Toys R Us, Kmart, BarnesandNoble.com, as well as regional mobile

phone operators. Firefly Mobile presently manufactures cell phones for the U.S., Latin America, Europe and Australia. For more information, visit <http://www.fireflymobile.com>.

*About GenerationOne, Inc.*

Based in Miami, Fla., GenerationOne ([www.generationone.com](http://www.generationone.com)) leverages advanced mobile technologies and clinical decision support to deliver the nation's first fully integrated solution for mobile collaborative care. The Company's proprietary wireless health management platform is a flexible suite of components, including GenerationOne's proprietary device, software, a web-based control center and notification, voice and data services, that can be customized to create a variety of target-specific services to monitor a wide range of disease and wellness conditions. Central to GenerationOne solutions is a powerful bi-directional information management system that provides timely instruction and two-way feedback. This allows providers, payers, employers and others responsible for managing the delivery and cost of healthcare to work with patients and consumers to integrate interactive, targeted health management tools and services into their daily routines via real-time interventions and always-on decision support resulting in more efficient healthcare delivery and improved patient outcomes.