![Purple logo]

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Purple™ Announces Release of Updated P3 Mobile App

P3 Mobile features new, user-friendly interface and numerous additional user benefits for deaf and hard-of-hearing individuals

Rocklin, Calif., February 27, 2013—Purple Communications, Inc. announced today the release of P3 Mobile, a significant app upgrade to its flagship video relay service (VRS) mobile app. P3 was designed for deaf and hard-of-hearing people to make and receive equal communication access telephone calls through video interpreters.

"Purple customers using P3 Mobile will experience several new features and benefits," explains Chief Technology Officer and Chief Information Officer Tony LaRosa. "With a new user interface design and features driven by the experiences and feedback from Purple's deaf and hard-of-hearing customers, our updated P3 Mobile app is a great step forward in increasing state-of-the-art communication choices for our customers."

The P3 Mobile upgrade includes a number of enhancements, including:

- Brand new, easy-to-use, sleek interface
- Record personal outgoing messages in American Sign Language (ASL), and receive and leave ASL messages with Purple's exclusive PurpleMail™ app included with P3 Mobile
- One- and two-line voice carryover (VCO) option for deaf individuals who prefer to use their own voice when making a call
- "Smart Search" – an enhanced, intuitive smart dial feature that allows the user to search contact lists by name
- Easily select an English or Spanish video interpreter

Purple customer Ron Rhodes says, "The new design is sleek and easy to use, and I can make video relay service calls and check my messages both in the same app. I love the new P3 Mobile app!"

"The updated P3 Mobile app is phenomenal!" says Vice President of Sales Mark Bella. "We have made it possible for deaf individuals to finally have access to features that were previously available only to hearing people. This is incredibly important and solidifies our commitment to providing equal communication access to deaf and hard-of-hearing individuals. It's another innovative addition to the lineup of products and services for customers, such as me, who choose Purple."

P3 Mobile is free for deaf and hard-of-hearing individuals and works on compatible iOS and Android™ smartphones and tablets, and is available for download at the App Store, Google Play or **www.purple.us/p3**.

About Purple

Purple Communications provides a high-quality video relay service (VRS) available from multiple platforms – desktop, laptop and smartphone. VRS allows individuals who use sign language to communicate via video conference and a video interpreter (VI). The VI voices/relays the signed conversation in real-time to both deaf and hearing individuals.

Their portfolio of solutions spans across telephone captioning services, text relay services, on-site interpreting services and video relay interpreting delivering a wide array of options to meet the varied communication needs of businesses and customers and collectively make communicating with both the deaf world and the hearing world accessible to all. For more information, visit: **www.purple.us**.

About Telecommunications Relay Service (TRS)

Created by the Americans with Disabilities Act, Telecommunication Relay Service (TRS) is a telephone service that allows persons with hearing or speech disabilities to place and receive telephone calls. There are a variety of types of relay service including video (VRS), text and captioning services. TRS is available in all 50 states, the District of Columbia, Puerto Rico and the U.S. territories for local and/or long distance calls at no additional cost to the consumer. The Telecommunications Relay Services program is regulated by the Federal Communications Commission (FCC) and providers of such services are compensated for the costs of providing TRS from either a state or a federal fund. For more information related to TRS visit www.fcc.gov/guides/telecommunications-relay-service-trs.

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