

BlackBerry and Sharecare Partner to Accelerate Consumer-Driven Healthcare and Enable Secure Communication

Wednesday, January 06, 2016 07:00:00 PM (GMT)

WATERLOO, ONTARIO and ATLANTA, GEORGIA and LAS VEGAS, NEVADA--(Marketwired - Jan. 6, 2016) - BlackBerry Limited (NASDAQ:BBRY)(TSX:BB), a global leader in secure mobile communications, today announced at CES 2016 a partnership with Sharecare, a leading digital health and wellness engagement platform, to provide consumers with better and more secure insights into their health.

Over 41 million people have shared more than 6 billion data points about their health status and habits with Sharecare, which uses that information to create a comprehensive health profile where each user can access their health resources in one place, and connect to the care they need. With security and privacy of its consumers a top priority, Sharecare will be the first company to integrate BBM messaging and VOIP infrastructure capabilities into its native application - regardless of smartphone or operating system.

This strategic technology collaboration between Sharecare and BlackBerry will integrate Sharecare's proprietary fractal voice analysis into BlackBerry's secure messaging to increase consumer self-awareness, reduce stress and improve relationships, all while providing the gold-standard in consumer privacy. Building on this, the companies will move to enable consumers to safely store, manage and update their health information in one place, enable doctors and healthcare professionals to privately communicate with patients, and offer secure tele-health services.

"At Sharecare, we strive to make healthcare more accessible by allowing consumers to ask, learn and act on their health and wellness, and we recognize mobility is an integral way consumers live, transact and interact," said Jeff Arnold, Chairman and CEO, Sharecare. "With BlackBerry, we are safeguarding against vulnerabilities and taking responsibility to address privacy concerns in the healthcare industry."

"With the accessibility mobility provides, it also comes with the increased risk of data breaches that can compromise patient information and care," said Marty Beard, COO, BlackBerry. "When it comes to managing our health, it is imperative we provide secure solutions that address privacy concerns for organizations like Sharecare, in order to address one of the critical requirements for mass adoption of mobile healthcare solutions."

BBM works on iOS®, Android™, and BlackBerry smartphones. Find out more about BBM at www.bbm.com.

About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points - from cars to smartphones - making the mobile-first enterprise vision a reality. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.BlackBerry.com.

About Sharecare

Sharecare is a digital health and wellness engagement platform that provides people with personalized resources to help them live their healthiest lives. Nearly 40 million people have shared more than 6 billion data points about their health status and habits with Sharecare, which uses that information to create a comprehensive health profile allowing users to access all of their health resources in one place, and dynamically connect to the knowledge, evidence-based programs and health professionals they need. Created by Jeff Arnold and Dr. Mehmet Oz in 2010, Sharecare's predictive and personalized platform is accessed daily by millions of consumers, including viewers of The Dr. Oz Show, patient populations of the country's leading hospital systems and every Soldier in the United States Army.

Follow us on: [Twitter](#) [Facebook](#) [Google+](#) [Instagram](#) [Pinterest](#) [LinkedIn](#)

Forward-looking statements in this news release are made pursuant to the "safe harbor" provisions of the

U.S. Private Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. When used herein, words such as "expect", "anticipate", "estimate", "may", "will", "should", "intend", "believe", and similar expressions, are intended to identify forward-looking statements. Forward-looking statements are based on estimates and assumptions made by BlackBerry Limited in light of its experience and its perception of historical trends, current conditions and expected future developments, as well as other factors that BlackBerry believes are appropriate in the circumstances. Many factors could cause BlackBerry's actual results, performance or achievements to differ materially from those expressed or implied by the forward-looking statements, including those described in the "Risk Factors" section of BlackBerry's Annual Information Form, which is included in its Annual Report on Form 40-F (copies of which filings may be obtained at www.sedar.com or www.sec.gov). These factors should be considered carefully, and readers should not place undue reliance on BlackBerry's forward-looking statements. BlackBerry has no intention and undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

BlackBerry and related trademarks, names and logos are the property of BlackBerry Limited and are registered and/or used in the U.S. and countries around the world. All other marks are the property of their respective owners. BlackBerry is not responsible for any third-party products or services.

Media Contacts:

BlackBerry Media Relations
(519) 597-7273
mediarelations@BlackBerry.com

Sharecare Media Relations

Jen Martin Hall
jen@sharecare.com
(404) 307-4649

Investor Contact:

BlackBerry Investor Relations
(519) 888-7465
investor_relations@BlackBerry.com

Countries: US

Industries: Telecom, Telecom:Networking, Telecom:Telecommunication Equipment,
Telecom:Wireless/Mobile

Primary Identifiers: BBRY-CA, 09STB5-E

Related Identifiers: BBRY-CA, 09STB5-E

Subjects: PARTNERSHIPS