

SW Innovative Holdings, Inc. Announces Completion of Reverse Split and SWHID Temporary Trading Symbol

We Expect Reverse Stock Split Will Result in an Increase in SWHID Stock Price

Houston, TX --(November 3, 2016) – SW Innovative Holdings, Inc. (OTC:SWHID) announced today that on October 28, 2016 it completed the following corporate actions:

1. Affected a reverse stock split of the outstanding shares of the Company's common stock, at the ratio of 1,000:1 (the "Reverse Split").

The net result of the combined Reverse Split is a 1,000:1 Reverse Split.

SW Innovative Holdings, Inc. trading symbol is SWHI. However, for a 20-day period following effectiveness of the Reverse Split and Forward Split, a 'D' is affixed to the trading symbol, resulting in a temporary trading symbol of SWHID until it reverts back to SWHI.

About SW Innovative Holdings

SW Innovative Holdings, Inc. is a holding company with the goal of acquiring controlling interests in profitable small businesses. Its existing operations sells prepaid, unlimited local (dial tone) telephone service to the residential market, primarily in greater Houston, Texas under its DBA, Everybody's Phone Company. The Company is fully licensed by the Texas Public Utility Commission to resell telephone services throughout the State [Service Provider Certificate of Operating Authority (SPCOA) No. 60785]. Once SWHI achieves critical mass in Texas, the Company plans to expand its prepaid telecommunications product offerings nationwide. For more information, visit www.everybodysphonecompany.com.

The foregoing press announcement contains forward-looking statements that can be identified by such terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. In particular, management's expectations could be affected by, among other things, uncertainties relating to our success in completing acquisitions, financing our operations, entering into strategic partnerships, engaging management and other matters disclosed by us in our public filings from time to time. Forward-looking statements speak only as to the date they are made. The Company does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

Contact:

Everybody's Phone Company

Tel: (855) 268-1610

<http://swinnovativeholdings.com/>