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FINRA Approves Everybody's Phone Company Changes Name to SW Innovative Holdings, Inc. to Better Reflect New Direction

HOUSTON, TX -- (Marketwired) -- 07/23/14 -- SW Innovative Holdings, Inc. (PINKSHEETS: SWHI), a holding company established to acquire controlling interests in profitable small businesses in attractive niche industries, today announced that FINRA has approved its application to change its name and trading symbol. The new trading symbol is "SWHI." The Company's Shareholders, by majority consent, approved its name change to SW Innovative Holdings, Inc.

"The new name of the Company reflects it's new direction, which includes acquiring revenue-generating subsidiaries. We will continue to do business as Everybody's Phone Company and service our existing customer base while we pursue these new opportunities," said Norman George President of SW Innovative Holdings, Inc.

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 EVPH 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.

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