

September 8, 2015



## SW Innovative Holdings, Inc. -- Shareholder Update -- Capital Structure

HOUSTON, TX -- (Marketwired) -- 09/08/15 -- SW Innovative Holding, Inc. (OTC PINK: SWHI) or the Company, would like to discuss plans to rapidly grow revenues.

The Company reviewed its options to raise capital needed to implement its announced business plan. The Company determined that filing a valid registration statement to sell registered shares to qualified investors is the best approach to legally raise equity.

The Company determined that filing a "Form 1-A" (Reg-A) statement would benefit the company by setting a defined price to sell shares to qualified investors. Selling registered shares allows the Company to avoid raising equity from the sale of aged debt or entering into toxic funding transactions.

The Company would like to address investor concern of why the Company set the price per share in the registration statement at \$.0001 and plans to register 10 Billion shares of common stock to raise \$1,000,000 in fresh equity to implement our announced business plan. The registration statement was filed with the SEC on or about October 2014. The Company did not anticipate the price per share declining while the SEC reviewed the registration statement. On or about March 27, 2015 the SEC declared the registration statement "qualified" pursuant to Regulation A under section 3(b) of the securities act of 1933, as amended.

The Company is confident that we can meet our business expansion plans with a more innovative approach to raising fresh equity. The Company will issue news on a regular occurrence.

### **Required Funds :**

The following table provides our funding requirement that would only sell a combination of 30% of the authorized common shares:

Proposed sale of shares both free trading and restricted	Funding
1. Plan to sell 2 Billion registered shares at .0001 by the end of 4 <sup>th</sup> Quarter 2015	\$200,000
2. Plan to sell 2.5 Billion shares of 144 stock by the end of the 2 <sup>nd</sup> Quarter 2016	\$500,000

We know from beta-test marketing that our breakeven and our projected reinvestment points are based on the number of subscribers. By the end of 2016, the Company

anticipates we will be self-sustaining, with positive cash flow based on raising \$700 thousand.

Mr. Norman George the President of the Company said, "The Company doesn't anticipate entering into any new debentures or convertible notes; the Company at this time has no plans to reverse split the common stock; the board at a future date may determine it is in the best interests of its shareholders to reduce the number of shares authorized."

***About SW Innovative Holdings, Inc., Inc.***

SW Innovative Holdings, Inc., Inc., sells prepaid, unlimited local (dial tone) telephone service to the residential market, primarily in greater Houston, Texas. 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]. Upon achieving critical mass in Texas, the Company plans to expand its prepaid telecommunications product offerings nationwide. For more information, visit [www.everybodysphonecompany.com](http://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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Source: SW Innovative Holdings, Inc.