

December 17, 2015



SW Innovative Holdings, Inc. - Shareholder Update

HOUSTON, TX -- (Marketwired) -- 12/17/15 -- SW Innovative Holding's, Inc. (OTC PINK: SWHI) today announced as the year comes to an end we would like to thank our shareholders for their continue support and update them with past year accomplishments and next year's expectations.

Highlights of 2015

- We continued to maintain our subscribership base
- Implemented a planned reduction to 12 billion in the number of shares authorized
- Successfully launched our Regulation A filing
- Retired all convertible debt

2016 Plans

- We plan on the following to ensure a very exciting 2016
- First and foremost we will continue to provide the best possible service to our customers
- We will implement marketing campaigns to rapidly grow our revenues and reach critical mass
- We are projecting positive cash flow from business operations
- We have begun negotiations with several different suppliers to create international calling packages
- We will continue to raise capital through our REG A
- We will also be looking for JV that closely fit our current business model

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.

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