



SO LONG SIM SWAPPING...KNOWROAMING SIM STICKER GOES ON SALE TODAY

Announces \$7.99 a-day, 55 country Unlimited Data package; Introduces seamless Long Distance calling feature and Enterprise Management portal

NOVEMBER 3, 2014: TORONTO – Following a successful 12 month pre-launch and beta period, [KnowRoaming](#) Ltd. today announced the immediate availability of the KnowRoaming SIM sticker directly from www.KnowRoaming.com for \$29.99. The KnowRoaming SIM sticker automatically connects all unlocked GSM iOS, Android and Windows Mobile phones, tablets and SIM cards to local wireless carriers, providing reduced voice, data and text roaming rates up to 85% when traveling abroad in 200 countries and territories using KnowRoaming's Virtual SIM Technology.

“The sticker technology together with our unlimited data bundles allow you to stay connected while traveling without having to swap out SIM cards or count megabytes,” said KnowRoaming CEO Gregory Gundelfinger. “Since our beta-pre-launch efforts last year, we’ve had thousands of people testing the technology and providing us with valuable feedback and today I am proud to announce that we are now ready to open sales to the world!”

KnowRoaming has also announced today its unlimited data packages, KnowRoaming Long Distance and the Enterprise Management portal:

[KnowRoaming Unlimited:](#) An unlimited data package that provides KnowRoaming customers with unlimited data in 55 countries for \$7.99 a day.

[KnowRoaming Long Distance:](#) A service enabling long distance calls from the United States, United Kingdom, Canada, Australia, and South Africa to over 200 countries and territories on all locked and unlocked GSM phones. Calls are over a voice network rather than Wi-Fi or data networks using the phones native dialer, resulting in better quality, seamless experience and lower costs than traditional long distance or Wi-Fi based calling plans and services.

[KnowRoaming Corporate:](#) A portal enabling the enterprise management of multiple KnowRoaming accounts. IT, accounting or other managers within an organization can create and manage post or pre-paid accounts for employees, streamlining roaming and long distance charges while alleviating strain on accounting departments.

“Corporations have hundreds, if not thousands of employees traveling around the globe at anytime,” continued Gundelfinger. “The costs associated with keeping those employees connected and doing business are astronomical with traditional roaming

solutions. KnowRoaming provides a seamless, cost effective solution for any enterprise.”

Customers apply the KnowRoaming sticker to their SIM card once and download the KnowRoaming iPhone or Android app (Windows Mobile users access a mobile web app) to create an account, load funds (via credit card) on to their account, enable phone settings to prepare for travel, track usage and purchase a local number in the country they are traveling in. With KnowRoaming installed, customers can receive all incoming calls from their home SIM and display their home number to whomever they call while traveling abroad and more.

KnowRoaming is only active when the phone leaves its home country and remains completely dormant when at home.

The KnowRoaming SIM sticker is available today for \$29.99 on KnowRoaming.com, including free shipping to the United States and Canada. Anyone who activates their KnowRoaming sticker within two weeks of receiving it receives a \$15 KnowRoaming account credit.

About KnowRoaming:

KnowRoaming is a Toronto-based technology company that has developed the world’s first Global SIM Sticker. The Sticker saves travelers up to 85% on voice and data roaming while traveling in 200+ countries. It is applied just once to the SIM card of an unlocked phone or tablet. When traveling abroad, the Sticker automatically connects devices with local carriers. The service is prepaid and all usage can be monitored in real time using the KnowRoaming app.

To learn more, visit www.KnowRoaming.com follow us on Twitter or Like us on Facebook.

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