

## Karma Launches Neverstop: \$50 a month for all you can surf WiFi, wherever you are.

Free of fine print, contracts and data limits. Cancel or switch anytime. Get online for \$50 a month. That's it.

**New York, NY, November 5, 2015** - Karma, the New York City-based startup making sure you never have to worry about getting online, launches Neverstop: \$50 a month for all you can surf data at speeds up to 5Mbps. Neverstop is the company's second way to pay for data next to pay as you go, now called Refuel. With Neverstop, Karma customers can pay \$50 a month to get online and never worry about data. You get online and Neverstop.

Karma launched in 2012 with a mission to make getting online as simple as possible. Since the beginning, they've taken a strong stance towards transparency, and against contracts and fine print. With Karma it has always been simple: buy the device, buy data that never expires, and get online. In July, the company released Karma Go, their second pocket-sized WiFi with nationwide coverage and a 4G LTE connection. Today's launch of Neverstop allows you to get online the same way as before, on the same device, but now you can choose to pay a flat monthly price and get online without worrying about data; you're just online.

*“Since the beginning of Karma our one mission has been to get all of your devices online. The combination of Karma Go and Neverstop liberates you from worrying about using too much data and gets you online without interruption..”*

— Steven van Wel, Karma CEO/Co-Founder

## **Who is Neverstop for?**

Neverstop is for those who want to be online without worrying about adding more data. Frequent travelers, remote workers, and creative professionals can fire up their Karma Go and get online without giving their data use a single thought.

*“We are taking the product we have today, a simple WiFi device, and giving people the choice of how to pay for it. You decide if you want to pay as you go or pay monthly. You can switch between the two and are rewarded for sharing on both. It really comes down to personal preference..”*

— Steven van Wel, Karma CEO/Co-Founder

## **Neverstop and Refuel: Switch Anytime**

You can switch between Neverstop and Refuel at any time in Karma's updated mobile apps, which will be rolled out to [iOS](#) and [Android](#) in the next few days. You are in full control of how you pay for data: one month you can pay as you go, and the next pay one price for all you can surf data. The apps also let you manage billing and data, and see who has hopped onto your connection.

## **Sharing on Neverstop**

Karma believes that WiFi should be shared which is why each Karma Go connection is open to the people around you. Each time you share your connection, both parties are rewarded. On Refuel, everyone gets 100MB of data when you share. On Neverstop, you receive a \$1 credit each time someone hops on your Go. That credit will be deducted from your next Neverstop bill. It's a win-win.

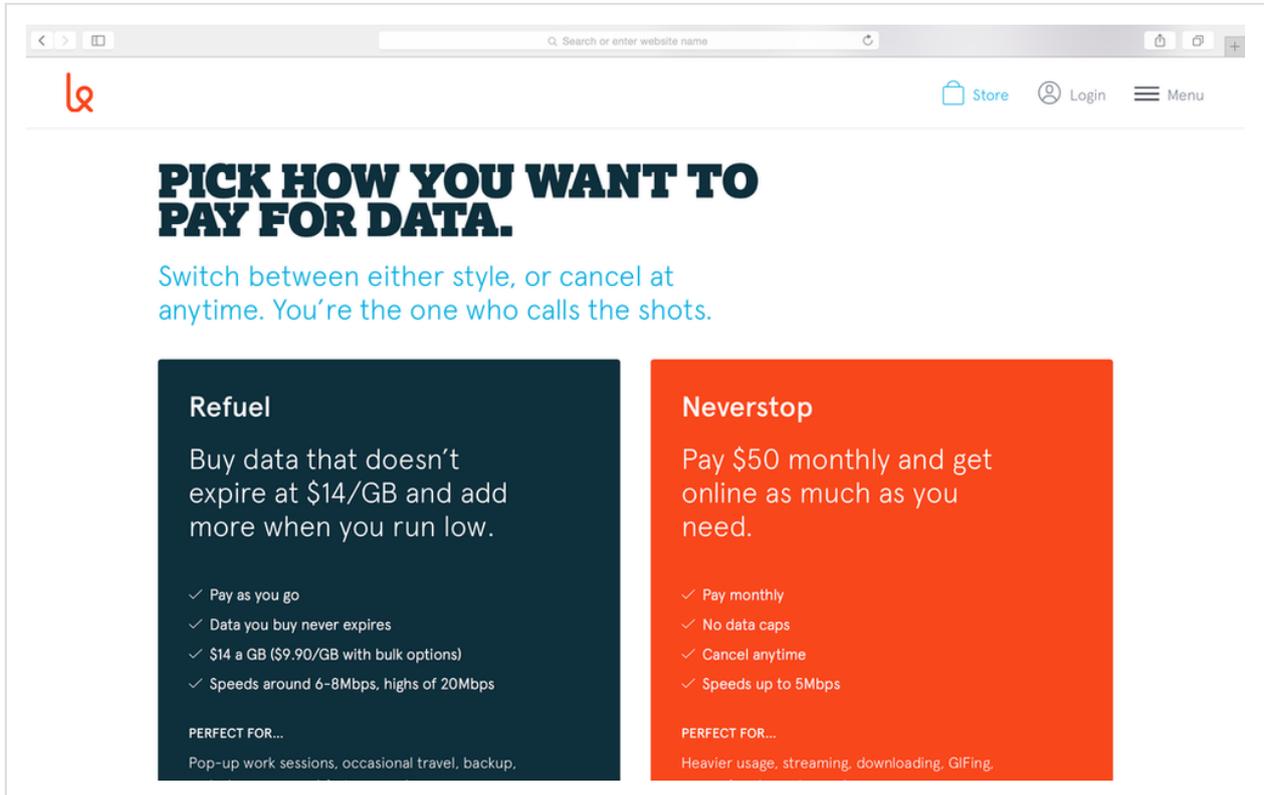
## **The Device: Karma Go**

- Karma Go: \$149, 4G LTE pocket-sized WiFi to bring with you everywhere in the U.S.

## The Data: Neverstop or Refuel

- Neverstop: \$50/month, no data caps, up to 5Mbps. Up to 3 simultaneous connections.
- Refuel: \$14/GB, pay as you go, no expiration dates. Up to 8 simultaneous connections.

Visit [yourkarma.com](https://yourkarma.com) to get online and download their [iOS](#) and [Android](#) apps.



The screenshot shows the Karma website's data plan selection page. At the top, there is a navigation bar with the Karma logo, a search bar, and links for Store, Login, and Menu. The main heading reads "PICK HOW YOU WANT TO PAY FOR DATA." Below this, a sub-headline states: "Switch between either style, or cancel at anytime. You're the one who calls the shots." Two main plan cards are displayed side-by-side. The left card, "Refuel", is dark blue and describes a pay-as-you-go plan with no expiration, priced at \$14 per GB (or \$9.90/GB with bulk options), and speeds up to 20Mbps. The right card, "Neverstop", is orange and describes a \$50 monthly plan with no data caps, cancel-anytime flexibility, and speeds up to 5Mbps. Both cards include a "PERFECT FOR..." section with specific use cases.

**Refuel**

Buy data that doesn't expire at \$14/GB and add more when you run low.

- ✓ Pay as you go
- ✓ Data you buy never expires
- ✓ \$14 a GB (\$9.90/GB with bulk options)
- ✓ Speeds around 6-8Mbps, highs of 20Mbps

PERFECT FOR...

Pop-up work sessions, occasional travel, backup.

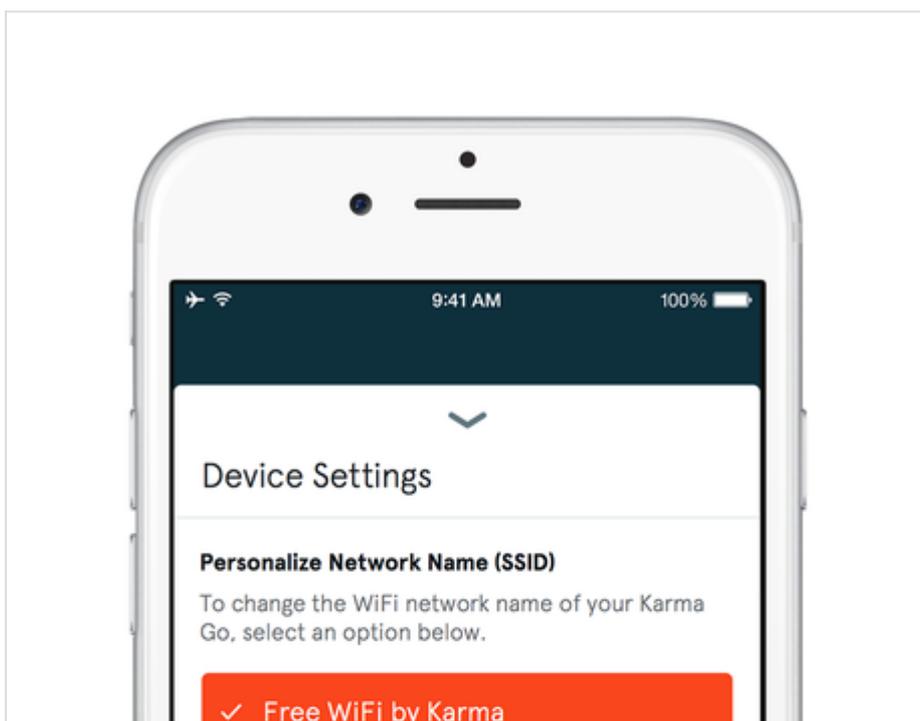
**Neverstop**

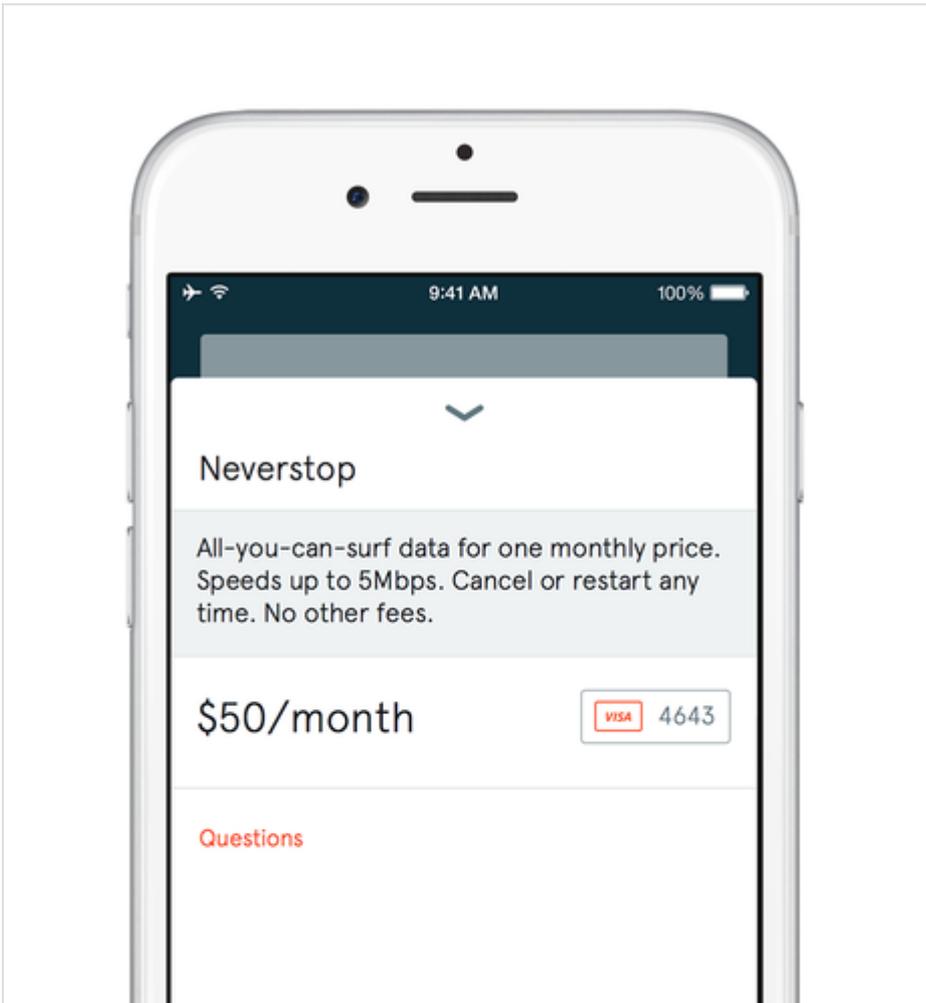
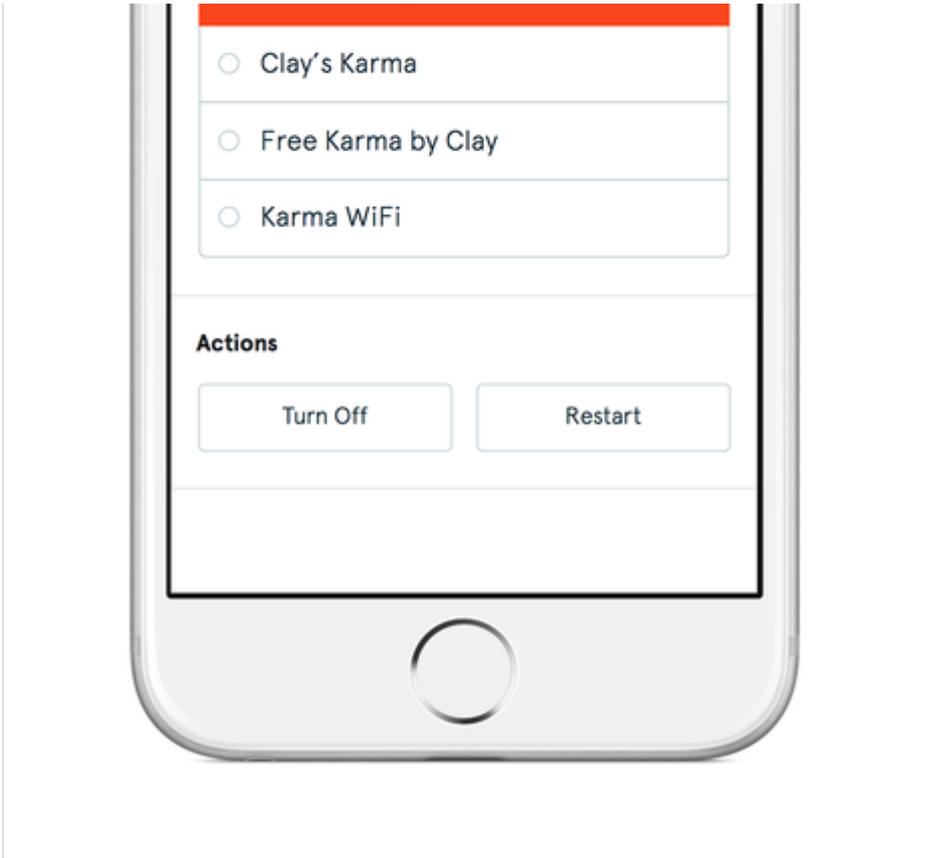
Pay \$50 monthly and get online as much as you need.

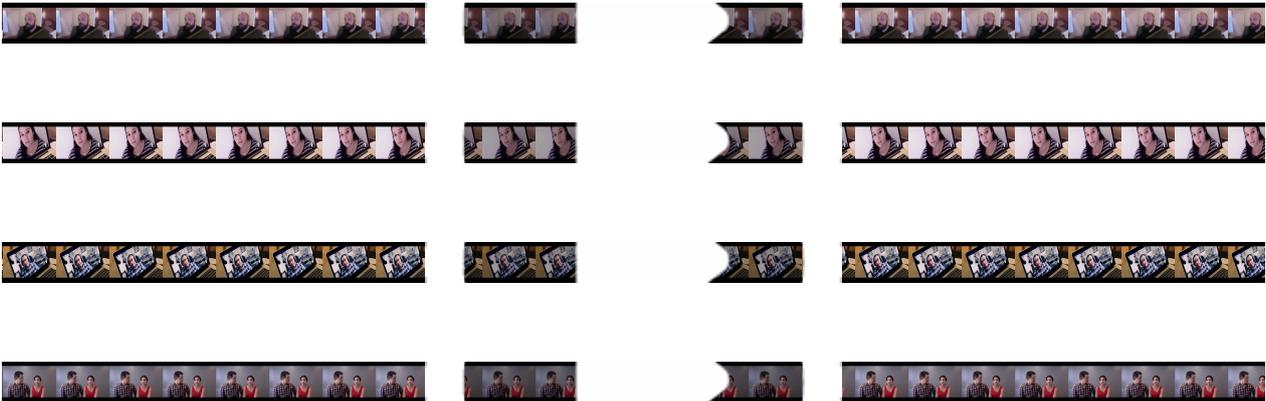
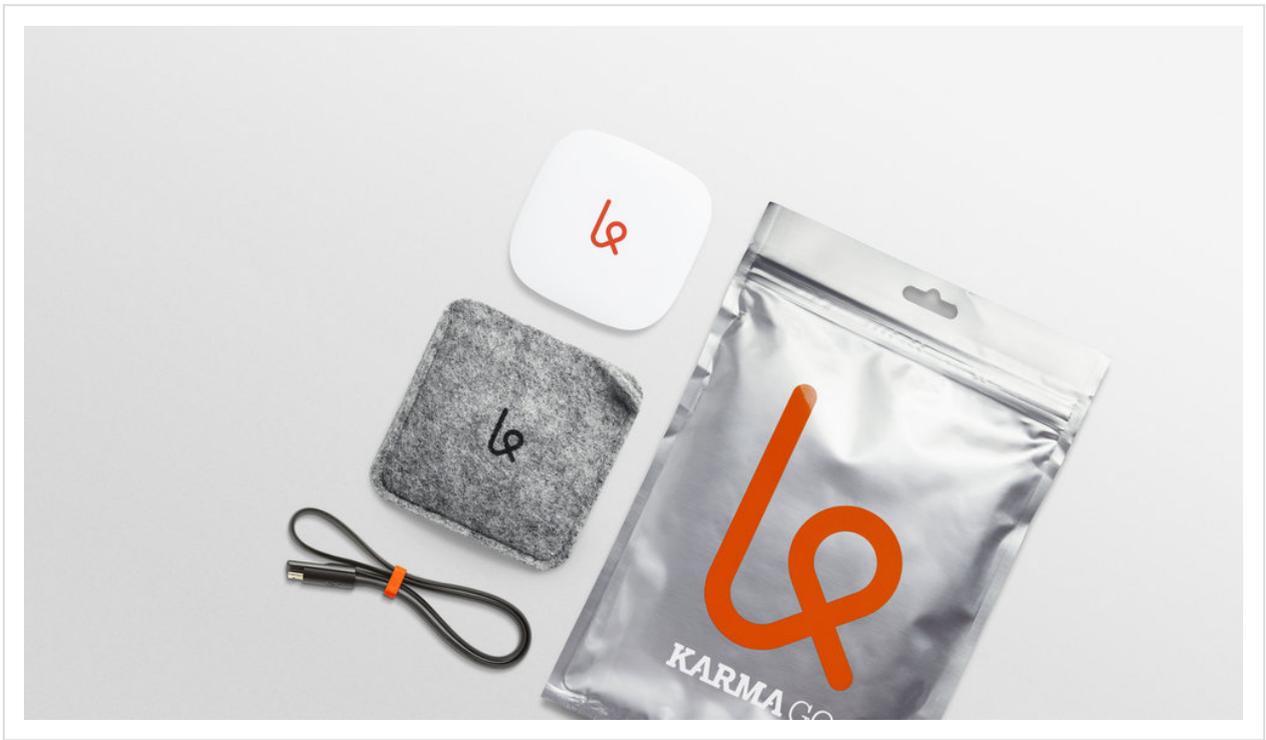
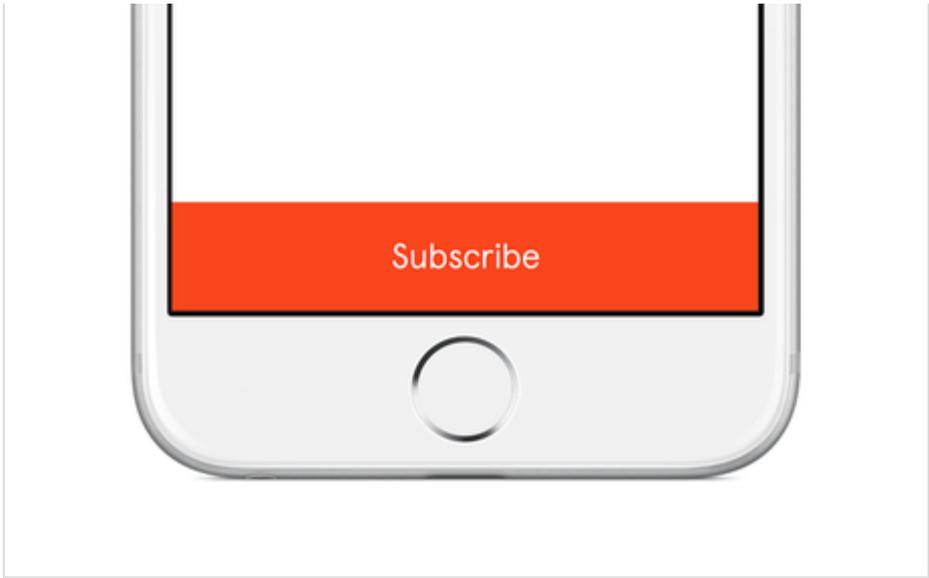
- ✓ Pay monthly
- ✓ No data caps
- ✓ Cancel anytime
- ✓ Speeds up to 5Mbps

PERFECT FOR...

Heavier usage, streaming, downloading, GIFing.







## SPOKESPERSON



**Jessie Goldberg**

Communications Manager

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## ABOUT KARMA

Karma was founded to create a future where internet access is ubiquitous, blurring the lines between internet at home, and internet elsewhere. We are devoted to making sure you never have to worry about getting online and created [Future Facts of a Wireless World](#) to communicate how that will happen in the next ten years.

Karma launched its first generation pocket-sized WiFi in 2012 and its second generation, Karma Go, in September 2014. Karma Go offers nationwide coverage so you can bring WiFi with you everywhere.

Karma is based in New York City, with teams in both The Netherlands and Italy. Karma has received \$4.8 million in funding



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