



Fireswirl
Technologies Inc.

October 11, 2011

Fireswirl Enters Into E-Commerce Deal with China's No.1 Animation Brand

Vancouver, B.C. – October 11, 2011 – Fireswirl Technologies Inc. (TSXV: FSW) (“the Company”) is pleased to announce that its subsidiary, Beijing Xingchang Xinda Technology Development Co., Ltd. (“XCXD”), has successfully signed an e-commerce collaboration agreement with Sino Light Enterprise (Shenzhen) Limited (“SLE”), an associate company of Sandmartin International Holdings Limited (Hong Kong Stock Exchange: 482). SLE has engaged XCXD to set up, operate and maintain their official and flagship online stores, namely “XiYangYang Official Online Store” and “XiYangYang Taobao Flagship Store”, respectively, to sell apparels with “Pleasant Goat and Big Big Wolf” branding for a term of two years. XCXD is one of China’s leading e-Commerce platform providers.

SLE has entered into a license agreement with an affiliate of Disney Enterprises, Inc., which in turn is the master licensee of “Pleasant Goat and Big Big Wolf”, to manufacture and distribute, through the establishment of retail stores for children’s wear for infant and children (from new-born to 14 years old) under the brand of “Pleasant Goat and Big Big Wolf” (the “Products”) for three years with an option to renew for another three years in Mainland China. SLE is principally engaged in the design, manufacture, and/or sourcing, marketing and sales of the Products and the operation of a distribution and retail network for the sales of Products in the People’s Republic of China. SLE plans to open over 1,100 retail outlets nationwide in the next three years and the first “Pleasant Goat and Big Big Wolf” retail store was opened on October 1, 2011.

“Pleasant Goat and Big Big Wolf”, also known as “XiYangYang”, is the No.1 cartoon series in China. In 2010, an animated movie derived from the series broke the domestic box office record for a Chinese produced animated movie.

About Fireswirl

Fireswirl Technologies Inc. (TSXV: FSW) is focused on creating transactional revenue by engineering electronic and mobile commerce solutions for content providers. The Company’s technology has broad applications for solutions requiring multiple payment interfaces, multi-currency and multi-language capabilities. Our solutions can be adapted to any industry seeking high volume or micro-payment solutions involving a wide base of users through internet or wireless applications.

Further information can be found on the Company at: www.fireswirl.com or contact:

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