

Fireswirl Meets Another Milestone Sales Target with Taobao Flagship Online Store

VANCOUVER, Jan. 20, 2012 /CNW/ - **Fireswirl Technologies Inc. (TSX:F5W)**, the "Company", is pleased to announce that, with the record-breaking opening of the fourth movie of the "Pleasant Goat and Big Big Wolf" animation series "Mission Incredible: Adventures on the Dragon's Trail" (the "Movie") in China, the Company's "Pleasant Goat and Big Big Wolf" official online store and Taobao flagship store have broken through the benchmark 1,000 online orders per day this month, only after two months of the stores' opening.

The Movie grossed RMB 20 million (approx. C\$3.2 million) on its debut day in the box office. It surpassed the record of the previous "Pleasant Goat and Big Big Wolf" movie and set a new first-day box office record for a Chinese animated movie. The Movie is distributed by The Walt Disney Company.

Fireswirl sets up, operates and maintains the "Pleasant Goat and Big Big Wolf" official online store and Taobao flagship online store in China. Both stores were launched two months ago and have since experienced substantial growth in online sales. The Online store generates revenues through sales of related merchandise and kids apparel.

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

"This is a very strong start for us in 2012. The growth of e-commerce in China is phenomenal, and it becomes an essential sales channel for both international and local brands," says Tony Lau, CEO of Fireswirl, "and will directly benefit Fireswirl's growth strategy."

About Fireswirl

Fireswirl Technologies Inc. (TSX: F5W) is an e-commerce operator with state-of-the-art online technologies and extensive operation experience in China. Its business focus is to collaborate with international brands and operating their branded online stores to generate sales revenue in the fast growing China market. The Company operates the official online stores or the Taobao flagship Store for a number of well-known international brands, such as Motorola, Logitech, Sony Ericsson and Casio.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or the accuracy of this release. This news release contains certain forward-looking statements that reflect the current views and/or expectations of Fireswirl Technologies Inc. with respect to its performance, business and future events. Investors are cautioned that all forward-looking statements involve risks and uncertainties including, without limitation, those relating to changes in the market, potential downturns in economic conditions, foreign exchange fluctuations, general demand, competition and our ability to implement our business plans and strategies in a timely manner or at all. These risks, as well as others, could cause actual results and events to vary significantly. Fireswirl Technologies Inc. does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements.

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