

Fireswirl Signs e-commerce Agreement with Toys"R"Us in China

VANCOUVER, April 18, 2012 /CNW/ - Fireswirl Technologies Inc. (TSX:FSW) 'the Company', is pleased to announce that its two subsidiaries, Fireswirl Asia Limited ('FAL') and Beijing Xingchang Xinda Technology Development Co., Ltd. ('XCXD'), have jointly signed an agreement with Toys"R"Us Retailing (China) Limited ('Toys"R"Us, China') to provide e-commerce operation service, including to its Taobao Flagship Store in China.

Toys"R"Us currently operates 60 retail stores in Greater China. Through the Taobao Flagship Store, customers across China now have the opportunity to shop for some of the distinctive product offerings for which Toys"R"Us is known.

'Toys"R"Us is the world's leading dedicated toy and juvenile products retailer. We are very excited about this opportunity to work with such a reputable international retailer in offering a differentiated shopping experience through their family of brands and high quality toys to children in China,' says Tony Lau, CEO of Fireswirl.

Fireswirl is an established operator of an e-commerce platform with end-to-end service that helps international brands operate their branded online stores, and to market and to sell their products in the fast growing market of China.

About Fireswirl

Fireswirl Technologies Inc. (TSX: 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, multicurrency 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.

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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For further information:

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