

## Fireswirl and GSI Commerce Announce Partnership to Expand Client Footprint in China

### *Partnership enables leading brands to easily enter highly desired market*

VANCOUVER and KING OF PRUSSIA, PA, May 22, 2012 /CNW/ - Fireswirl Technologies, Inc. (TSXV:FSW) ("Fireswirl") an integrated technology and service platform provider, and GSI Commerce, a leading provider of ecommerce and interactive solutions, are pleased to jointly announce their partnership which will enable GSI's ecommerce services in China. Fireswirl is an established ecommerce platform offering end-to-end services that help brands operate online stores in China, including flagship stores on Taobao Mall, the leading Chinese business-to-consumer online retail website.

"GSI wants to facilitate its clients' speed to market in China, and our partnership with Fireswirl allows us and our clients to achieve that goal quickly and efficiently," said Tobias Hartmann, CEO of Global Operations at GSI. "For retailers already established in China, GSI's innovative multichannel commerce solutions driven by its VendorNet Commerce Suite and its partnership with Fireswirl will provide brands the opportunity to attract Chinese shoppers to its retail stores, increasing brand loyalty and ultimately sales."

GSI serves more than 1,000 retailers and brands worldwide to provide ecommerce technology, fulfillment, customer care and marketing services. With strong interest for leading international brands among the Chinese population, there is tremendous growth potential for retailers and brands in China. GSI wants to provide consumers easy access to these desired retailers and brands while offering an enhanced shopping experience.

The GSI and Fireswirl relationship has already proved successful with a recently launched website for a leading U.S. retailer on Taobao. "We are very excited to partner with GSI, who already has established relationships with many leading brands and retailers that are eager to tap into the Chinese market," says Tony Lau, CEO of Fireswirl. "We are confident that this strategic partnership will garner much success and growth opportunities for both Fireswirl and GSI."

### **About GSI Commerce**

GSI Commerce® enables ecommerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. GSI's ecommerce services, which include technology, order management, payment processing, fulfillment and customer care, are available on a modular basis or as part of an integrated solution. GSI's marketing services are comprised of innovative digital marketing products and services which include database management and segmentation, marketing distribution channels, a global digital agency to drive strategic and creative direction and an advanced advertising analytics and attribution management platform. GSI is headquartered in King of Prussia, Pa. and its international headquarters is located in Barcelona, Spain. More information can be found at [gsicommerce.com](http://gsicommerce.com). GSI is an eBay Inc. (Nasdaq: EBAY) company.

### **About Fireswirl Technologies Inc.**

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 those requiring multiple payment interfaces, multi-currency and multi-language capabilities. It can be adapted to any industry seeking high volume or micro-payment solutions involving a wide base of users through internet or wireless applications.

%SEDAR: 00022973E

#### **For further information:**

Fireswirl Technologies Inc.  
Ji Yoon  
Interim CFO  
604.540.8805 ext. 214  
Fax: 604.677.6613  
Email: [jyoon@fireswirl.com](mailto:jyoon@fireswirl.com)  
[www.fireswirl.com](http://www.fireswirl.com)

GSI Commerce  
Kelly Henry  
Director, Corporate Communications  
610.491.7474  
Fax: 610.265.2866  
Twitter: [@GSICommerce](https://twitter.com/GSICommerce)  
[news@gsicommerce.com](mailto:news@gsicommerce.com)

CO: Fireswirl Technologies Inc.

CNW 09:00e 22-MAY-12