

Fireswirl Appointed to Operate Exclusive GE Digital Camera Flagship Store on Taobao in China

VANCOUVER, June 11, 2012 /CNW/ - Fireswirl Technologies Inc. (TSXV:FWS) "the Company", is pleased to announce that its subsidiary, Beijing Xingchang Xinda Technology Development Co., Ltd. ("XCXD"), has been appointed by General Imaging (SZ) Co. Ltd to exclusively operate its online flagship store on Taobao Mall ("Tmall"), the largest online B2C shopping portals in China, to market and sell General Electric, or GE, branded digital cameras and relevant photography products.

This appointment is made through collaboration between Beijing Digital China Company Limited, China's largest IT product distributor and IT service provider, and XCXD. General Imaging (SZ) Co. Ltd. is authorized by General Electric Company ("GE", NYSE: GE), through General Imaging Company, to manufacture and sell digital cameras and relevant photography products with GE's trademark in China. The Tmall flagship store is now opened for Chinese consumers to select and purchase their quality products.

GE is one of the world's largest and most respected companies. The GE brand of digital cameras is the fastest growing mid-tier brand in the US, and the brand is also gaining popularity quickly among Chinese consumers.

"GE is a very reputable brand in technology and digital imaging. We are pleased to have the opportunity to collaborate with Digital China and operate the exclusive GE Flagship Store on Tmall to market and sell GE digital cameras and photography products," says Tony Lau, CEO of Fireswirl, "The appointment is another landmark success of the Company to team up with another well-known global brand and tap into the lucrative Chinese e-commerce market, which is expected to grow by 40% to ¥167 billion RMB in 2012."

About Fireswirl

Fireswirl Technologies Inc. (TSXV: FSW) is an established operator of an e-commerce platform with end-to-end service that helps established international brands to operate their branded online stores in the fast growing market of China. Fireswirl 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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