

## Fireswirl Named China's Best Service Outsourcing Provider

VANCOUVER, Aug. 15, 2012 /CNW/ - Fireswirl Technologies Inc. (TSXV: FSW), "the Company," is pleased to announce today that its subsidiary, Beijing Xinchang Xinda Technology Development Co. Ltd. ("XCXD"), has been named China's Best Service Outsourcing Provider in the 16<sup>th</sup> Best Customer Service Award Presentation Ceremony co-organized by China Information Industry Association and China Service Trade Association.

Hailed as one of the highest honors in China's service industry, the Best Customer Service Award is the leading award honoring excellence on customer service in China market. The ceremony was attended by senior officials from Ministry of Industry and Information Technology, Ministry of Commerce, Ministry of Science and Technology and other government departments.

The award evaluation was conducted through vigorous examination of service quality via a variety of customer service channels, including service hotline, service centre and the Internet. The evaluation covers a wide range of pre-sale and post-sales customer services including telephone inquiry, order processing, complaint handling, merchandize return, defect repairing and other services. Over 100 samples of anonymous user encounters were taken on each finalist on 30 different rating categories to determine the winners.

Other winners in the ceremony include major corporations such as China Mobile, Dell (China), Schneider Electric, Panasonic and Guangqi Honda Automobile. A full list of the 16<sup>th</sup> Best Customer Service Award Winners (in Chinese) can be found at: <http://www.cnscs100.com/huodong/2012award/>

The award is a firm acknowledgement of Fireswirl's capability as a first class e-commerce service provider in China. Pre-sale and post-sales customer service is a key component in China e-commerce, as customers are accustomed to interactive presale inquiries and high quality, attentive post-sales supports. Good service quality directly contributes to online sales-conversion rate and customer retention rate.

### 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:

Further information can be found on the company at: [www.fireswirl.com](http://www.fireswirl.com) or contact:

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