

## Fireswirl Appoints New Director

VANCOUVER, Dec. 21, 2012 /CNW/ - Fireswirl Technologies Inc. (TSXV:FSW), "the Company," The Board of Directors of the Company is pleased to announce today the appointment of Mr. Li Liang to the Board of Directors, effective December 21, 2012.

Mr. Li Liang is a veteran technologist, a seasoned entrepreneur as well as a pioneer in China e-commerce. Mr. Li co-founded Beijing Yi Shang Interactive Technology in 2006 and created the ECShop system for e-commerce, which subsequently became the leading open-source e-commerce platform in China. Many successful online stores in China are currently using ECShop as their core technology. In 2009, Mr. Li facilitated the acquisition of Beijing Yi Shang Interactive Technology by Beijing Comsenz Innovative Technology, a company that runs the top online forum platform in China called Discuz!. Through the acquisition, Mr. Li became Assistant to CEO in Yi Shang Interactive Technology in charge of company strategy. In 2010, Mr. Li joined Beijing XinChang Xinda Technology Development Company Limited ("XCXD"), a subsidiary of Fireswirl, as Senior Vice President to help drive the company's strategy as well as its sales effort. Mr. Li is instrumental in landing a number of major brand clients for XCXD and Fireswirl in the past two years. "Fireswirl is pleased to have Mr. Li joining the Board of Directors and contribute to the continuous success of Fireswirl," stated Tony Lau, CEO.

### 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:

#### Fireswirl Technologies Inc.

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