



**Fireswirl**  
Technologies Inc.

**February 24, 2011**

**FIRESWIRL SIGNS EXCLUSIVE AGREEMENT TO OPERATE ONLINE FLAGSHIP STORE FOR A LEADING CHINESE APPAREL BRAND**

**Vancouver, B.C. – February 24, 2011 – Fireswirl Technologies Inc. (TSXV: FSW)**, “the Company”, is pleased to announce that its subsidiary, Beijing Xingchang Xinda Technology Development Co., Ltd. (“XCXD”), has signed an exclusive agreement with GuangDong SMW Garment Company Limited (“SMW”) for XCXD to exclusively build and operate its online flagship store in Taobao Mall and QQ Mall, the two largest online B2C shopping portals in China, to sell original SMW products.

SMW is a well-known Chinese apparel brand with over 400 retail outlets in China, the world’s most populous country with just over 1.3 billion people.

Fireswirl is an established operator of an e-commerce platform that serves established Chinese and international brands in the fast growing online markets of China, to generate and fulfill sales through the Internet. “We are building upon the success of XCXD’s e-commerce platform with major mobile handset manufacturers and expanding our B2C e-commerce business model into the fashion apparel industry, we are excited about working a renowned Chinese brand, such as SMW, who have selected Fireswirl exclusively in pursuing their Internet business expansion with the two top shopping portals in China,” says Tony Lau, CEO of Fireswirl, “With our extensive experience in online marketing, sales and fulfillment, we are confident that SMW’s online business will be a great add-on and success to our current business.”

**About Fireswirl**

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 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.

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

## **Fireswirl Technologies Inc.**

Ji Yoon

Interim CFO

Telephone: 604.540-8805 Ext. 214

Fax: 604.677-6613

Email: [jiyoon@fireswirl.com](mailto:jiyoon@fireswirl.com)

Website: [www.fireswirl.com](http://www.fireswirl.com)

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.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or the accuracy of this release.