



**Fireswirl**  
Technologies Inc.

**May 12, 2011**

**FIRESWIRL SIGNS AGREEMENT WITH LOGITECH TO OPERATE OFFICIAL  
ONLINE STORE IN CHINA**

**Vancouver, B.C. – May 12, 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 e-commerce collaboration agreement with Logitech to operate its official online store in China.

Logitech is a world leader in personal peripherals, driving innovation in PC navigation, Internet communications, digital music, home-entertainment control, gaming and wireless devices.

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 pleased to work with a global market leader, such as Logitech, to open up the e-commerce market for personal peripherals in China," says Tony Lau, CEO of the Company, "The number of Internet shoppers in China has grown by 48.6% in 2011, and awareness of brand and quality is increasing rapidly among Chinese consumers. This collaboration represents a lucrative business opportunity for us."

**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.**

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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.