



Fireswirl
Technologies Inc.

September 28, 2011

Casio Appoints Fireswirl To Operate Online Flagship Store in Taobao

Vancouver, B.C. – September 28, 2011 – Fireswirl Technologies Inc. (TSXV: FSW), “the Company”, is pleased to announce that its subsidiary, Beijing Xingchang Xinda Technology Development Co., Ltd. (“XCXD”), has been appointed by Casio (Shanghai) Trading Co., Ltd. to exclusively build and operate its online flagship store in Taobao Mall, the largest online B2C shopping portals in China, and sell original Casio products.

Casio (Shanghai) Trading Co. Ltd. is a subsidiary of Casio Computer Co., Ltd. of Japan (“Casio”). Casio is a global brand well-known for its technology products such as digital cameras, timepieces, electronic dictionaries, overhead projectors and other electronic products.

Fireswirl is an established operator of an e-commerce platform that serves established Chinese and international brands to generate and fulfill sales in the fast growing online markets of China. "We are very excited to have the opportunity to work with Casio, a world-class brand in consumer technology products," says Tony Lau, CEO of Fireswirl, "With Casio's innovative products and Fireswirl's extensive experience in online marketing, sales and fulfillment, we are confident that the exclusive Casio Flagship Store in Taobao Mall will become a great success."

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 or contact:

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