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## CSO Insights Validates FirstWave's eMarketing Solution FirstWave Delivers 428% Improvement

ATLANTA, February 5, 2007 - FirstWave Technologies, Inc. (NASDAQ: FSTW) announced today a report from a leading research firm on their experience using FirstWave's new eMarketing solution. CSO Insights is a research firm that specializes in measuring the effectiveness of today's sales and marketing organizations. Jim Dickie, partner in CSO Insights, stated that FirstWave's "response rate of getting executives to click through to our survey was *428% more* than we had been achieving. Our reaction was this of course had to be due to the quality of the list they were using. FirstWave acknowledged that might be part of it, but suggested we take their exact approach to send invitations to the executives we had already invited on our own list. Our results—a *251% improvement* over what we had previously been generating when left on our own!"

So What Does Better Look Like?

What were the keys to this improvement in performance? "FirstWave showed us their approach was a combination of several factors; list quality; the ability to segment the exact class of executives we should target; optimized delivery methods to get through corporate spam filters; targeted messaging to optimize click-throughs; and analytics that track behavior so that the process can be improved based on the lessons learned from each previous campaign," continued Dickie.

On November 8, 2006 FirstWave issued two press releases describing a major upgrade of technologies and a major expansion of solution offerings. Firstwave's focus is to provide internet marketing solutions designed to ensure you're first: first to reach the right business prospects, first to nurture them — and first in mind when they're ready to buy. "The CSO Insights Report validates that our new technology and solution offering is on the right track. In our own internal marketing programs using our new technology, we are consistently seeing marketing responses that are 50% above the high end of expected response rates in the marketing industry", said Richard Brock, CEO of FirstWave. The complete CSO Insights report prepared for distribution to their customers can be downloaded at the FirstWave web site: [www.Firstwave.net](http://www.Firstwave.net).

### **ABOUT FIRSTWAVE**

Firstwave® Technologies, Inc. is a provider of demand generation, lead leakage and revenue retention solutions built on top of the company's suite of CRM (Customer Relationship Management) products. Firstwave's solutions increase visibility throughout the sales cycle, keeping customer pipelines perpetually full of qualified leads, their prospects warm, and their customers loyal. With 20 years of sales management software, Firstwave's modular internet marketing, sales lead and customer management solutions, customers achieve results at every opportunity. Firstwave is headquartered in Atlanta,

Georgia. For more information, visit the Company's web site at [www.firstwave.net](http://www.firstwave.net) or call 1-800-540-6061.

### **ABOUT CSO INSIGHTS**

CSO Insights benchmarks the challenges faced by today's sales and marketing organizations. We track trends in the use of people, process, technology and knowledge to improve sales effectiveness. Research is the core of our business. Each year, we survey thousands of Chief Sales Officers to learn the challenges they see as most critical. We also review offerings from solution providers to retain our position as the experts on options for CSOs. We write numerous articles and speak at major sales and marketing conferences to share what we've learned with executives like you. CSO Insights has served sales and marketing executives for over 15 years. We only offer pragmatic suggestions, experienced-based examples and the kind of insights you'll want. For more information, visit CSO Insights at [www.csoinsights.com](http://www.csoinsights.com).

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*### NOTE: Except for historical information contained herein, the matters set forth in this communication are "forward-looking statements" within the meaning of various provisions of the Securities Act of 1933 and the Securities Exchange Act of 1934. Such forward-looking statements can generally be identified by words such as will, expect, intends, believe, anticipates, should and words of similar meaning. Firstwave Technologies, Inc. (the "Company") notes that the forward-looking statements set forth above involve a number of risks and uncertainties that could cause actual results to differ materially from any such statement, such as potential fluctuations in quarterly results due to delays in purchase decisions and other adverse market conditions, whether the parties will be able to successfully launch a combined product offering and develop any significant customer following from the transactions described in this release, the Company's dependence on other parties to continue to perform under the agreements described in this release, whether the Company will be able to continue diversification of its revenues, competition and technological developments, the Company's capital requirements and other liquidity concerns, the Company's ability to continue to comply with NASDAQ listing requirements, and the size, timing, and contractual terms of orders, and also the risks and uncertainties discussed under the caption "Certain Factors Affecting Forward-Looking Statements" in the Company's Annual Report on Form 10-K for the year ended December 31, 2005, as filed with the Securities and Exchange Commission ("SEC"), which discussions are incorporated herein by this reference. The information set forth herein is provided as of the date hereof. The Company does not assume, and expressly disclaims, any duty or obligation to update any of the information presented herein with respect to its consolidated operations or anticipated performance in 2006 or beyond.*