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FirstWave's New Marketing Features Increase Lead Response Personalization Features Drive Better Campaign Results

ATLANTA, May 16, 2007 - FirstWave Technologies, Inc. (NASDAQ: FSTW) today announced new marketing features in its demand generation offering that increase the effectiveness of a company's marketing campaigns.

Leads will be increased by taking advantage of Personal URLs (PURLs) and behavior tracking of leads. PURLs allow companies to drive prospects to a personalized landing page with graphics and content specific to that lead's profile. A lead score is immediately calculated for each prospect that goes to the PURL and the company's website based on the prospect's behavior, interests and time spent reviewing each page. Different pages of the website are weighted for importance. Using FirstWave's behavior tracking, sales resources can now be focused on the most interested prospects.

Marketing effectiveness will be improved with the integration of online and offline marketing. FirstWave now provides companies the ability to integrate offline and online marketing through the combination of PURLs and Variable Data Printing (VDP). VDP allows for personalization of offline materials, such as postcards and letters. Combining that with PURLs, offline marketing can now be measured.

Lead generation and customer nurturing will be enhanced with FirstWave's new lead and customer nurturing email marketing solution. This solution allows companies to segment leads or customers and develop newsletters with a hosted email marketing solution. Newsletters can be created by using one of the supplied templates or with the company's own creative components. Emails are tested, unsubscribe lists are managed, and campaigns can be scheduled and launched. Full metrics including opens, click thrus, bounces and unsubscribes are tracked and immediately available for analysis and action.

"Our email marketing product release announced on November 8, 2006 was a major upgrade of our products. This release builds upon those features by providing personalization features, online and offline capabilities and lead and customer nurturing that are even more crucial to lead generation and customer retention campaigns," said Lisa Cramer, Chief Sales and Marketing Officer of FirstWave. "Our prospects have shown significant interest in the marketing workflow, lead segmentation, and hosted "lead nurturing" capabilities included in this new release. These solutions expand beyond FirstWave's traditional B2B market place into the B2C market as companies look for more personalization with their prospects. Furthermore, all of these features are built on a modular hosted CRM platform," continued Cramer. "FirstWave's

goal is to deliver solutions that help our customers be "first in mind" with their customers and prospects. We believe that with our new features, they can better achieve their goals.

Full details of the Company's new offerings and product enhancements can be found at our enhanced website, www.Firstwave.net.

ABOUT FIRSTWAVE

Firstwave® Technologies, Inc. is a provider of lead generation, lead nurturing and customer management and tracking solutions built upon a suite of Customer Relationship Management (CRM) products. Firstwave's solutions help customers find new prospects, continuously engage these prospects throughout the sales cycle and maintain contact with customers throughout their lifecycle. 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 or call 1-800-540-6061.

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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, 2006, 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 2007 or beyond.