

FOR IMMEDIATE RELEASE

Rival Technologies Inc – Subsidiary Contracts Independent Engineering Consultant

Las Vegas, Nevada, January 9, 2008 - Rival Technologies Inc., (Pink Sheets: RVTI) reports that subsidiary TRU Oiltech has contracted the services of an independent third party engineering consultant to provide an unbiased valuation of its synthetic crude product TRULITE™. The analysis will provide the Company's potential development partners with independent verification of the market value of TRULITE™. Completion of the report is expected within six weeks and moves the company towards finalizing a licensing agreement with one or more heavy oil producers.

Management has been actively meeting with heavy oil producers over the past several months in line with its strategy to complete one or more license agreements in early 2008. This will move TRULITE™ to the next stage of development, building a pilot production facility in conjunction with an oil company partner.

Worldwide, oil sand and heavy oil resources are massive. In Canada alone producers have a total reserve of 1.3 trillion barrels of heavy oil that will be developed over the next 40 years. These producers represent the prime target market for TRULITE™.

Rival Technologies Inc. is an innovative energy related technology company, investing in emerging technologies. The company has filed several provisional patents and is now focused on licensing its technology for industry use.

'Douglas B. Thomas'

President and CEO

Certain statements in this press release constitute "forward looking statements" within the meaning of the United States Securities Legislation. The Company's actual results could differ from those in the forward-looking statements. Do not construe this information as investment advice. This is not a solicitation to buy or sell securities. This does not purport to be a complete analysis of the Company. Investing in securities is speculative and carries a high degree of risk. Past performance does not guarantee future results. Readers should consult their own independent advisers with any investment, including any contemplated investment. All information contained in this press release should be independently investigated. This press release contains forward-looking statements. These remarks involve risks and uncertainties. Risks are not limited to quarterly fluctuations in results or the companies' management of growth and competition. Other risks are detailed in the Company's SEC filings. Actual results may differ materially from such information set forth herein.

Contact:
Investor Relations
3155 East Patrick Lane, Suite 1
Las Vegas NV 89120
Tel: 001-866-601-1340
Website: www.rvti.com
Email: rvti@internet-ir.com