

For Immediate Release

Rival Technologies Inc. – Attends and Reports on Heavy Oil Summit Participation

Las Vegas, Nevada, January 25, 2007 - Rival Technologies Inc., (Symbol RVTI) announced today, the company recently exhibited at the Annual Heavy Oil Summit held in Calgary, Canada.

The summit, attended by a roster of leading oil-sand development companies, allows Rival to communicate and interact with a number of well-recognized leaders in this important sector. By participating in this well-attended industry event, the company identified a short list of “Tier 1” level joint-venture partners, interested in participating in the design and development of a commercially viable pilot plant. Negotiations to develop potential partnerships are now underway. Further details will be available in the coming weeks.

Rival Technologies Inc. through its subsidiary TRU Oiltech, has discovered a proprietary process for upgrading heavy oil and oil sands bitumen that will significantly reduce production costs. The company’s strategy is to license the process to Tier 1 producers in exchange for a capacity license fee and royalty payments.

On behalf of the Board of Directors,

‘Robin J. Harvey’

Robin J. Harvey
President

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.

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