

For Immediate Release

Rival Technologies Inc. – Update on TRU Oiltech

Las Vegas, Nevada, March 14, 2007 - Rival Technologies Inc. (RVTI:PK) reports that TRU Oiltech is nearing completion of tests required to produce a complete mass balance of all gas, liquid and solid outputs from the upgrading of oil sand bitumen utilizing our proprietary additive. This information will be used in conjunction with filing our full patent application no later than April 14, 2007.

TRU's technology is considered the first distillable, recyclable, heavy oil cracking catalyst, worldwide. Detailed discussions with current and potential joint venture partners will move forward on completion of the patent filing.

TRU Oiltech Inc. has developed a new bitumen/heavy oil upgrading process. The process takes a heavy oil feedstock and using our proprietary reagent, transforms the feedstock into a medium crude. Effectively, the process eliminates significant costs relating to refining heavy oil and oil sands bitumen. The company's strategy is to license the process to Tier 1 producers in exchange for a capacity license fee and royalty payments.

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

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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