

Rival Technologies Inc.-TRU Initiates Development Strategy

Las Vegas, NEVADA—May 30, 2007 -- Rival Technologies Inc. (PINK SHEETS: RVTI) announces it has initiated a development strategy aimed at commercializing TRU Oiltech's patented heavy oil and bitumen upgrading process. TRU Oiltech ("TRU") will work with each production customer within a three phase development plan.

Phase One:

- » Heavy Oil samples from customer are sent to TRU.
- » Using its patented process, TRU completes series of tests to optimize samples for upgrading.
- » TRU provides customer with test results and resulting economic model, this becomes primary reference for negotiating licensing agreement.

Phase Two:

- » Execute license agreement.
- » Design and construct continuous feed 1 barrel per day pilot plant.

Phase Three:

- » Execute royalty agreement.
- » Expand TRU process to full scale field pilot or full scale production facility.

Ongoing research has identified numerous direct and indirect environmental benefits from utilization of the TRU process which will be announced in the coming weeks.

About Rival

Rival Technologies Inc. is an innovative energy related technology company, investing in emerging technologies with extraordinary market potential. Rival is a majority shareholder of TRU Oiltech, and is now focused on licensing its technology for industry use.

On behalf of the Board of Directors

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.

Contact:

Rival Technologies Inc.

Investor Relations

1-866-601-1340

Email: rvti@internet-ir.com

Website: <http://www.rvti.com/>