

**For Immediate Release**

## **Rival Technologies – Business Development Phase Commences for TRU Process**

**LAS VEGAS, NEVADA—May 9, 2007 -- Rival Technologies Inc. (PINK SHEETS: RVTI)** announces that it has now commenced the business development phase for its proprietary TRU Process.

The business development stage involves partnerships with oil producers that will lead to commercial use of the technology and licensing revenue for Rival. The company is already working towards its first partnership with a major heavy oil producer. In addition, the company has been contacted by interested groups in Malaysia and Saudi Arabia. Further updates will be provided in the coming weeks.

“We are excited by the initial responses, and expect these business development activities to establish the extraordinary value of the TRU Process.” stated Robin Harvey, President and CEO of Rival Technologies Inc.

The Company’s subsidiary, TRU Oiltech recently filed its patent on the world’s first distillable, recyclable, cracking catalyst for heavy oils including bitumen.

Outstanding regulatory filings will be completed this month and the Company expects to resume trading on the OTCBB in June 2007.

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.

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