

For Immediate Release

Rival Technologies Expands Testing of TRU Oil Sands Technology

Las Vegas, Nevada October 17, 2006 - Rival Technologies Inc. (US symbol **RVTI**) announced today the company has planned a new and complex series of tests for its TRU Technology, already under provisional patent.

Klaus Oehr, a founder and Director of Research and Development for TRU Oiltech, has created a strategic plan for new tests to be conducted in early November, 2006. The tests will be supervised by Dr. Pedro Pereira, an internationally recognized expert in heavy oil and oil sands production.

“This next series of tests is a natural step in the evolution of TRU Technology,” noted Mr. Oehr. “Positive results will expand our ability to attract major oil sand partners”, he added. Klaus Oehr holds a B.Sc. in Applied Chemistry and a M.Sc. in Electrochemical Engineering. He is a well recognized, award-winning innovator in the petro chemical and related environmental industry.

Oil Sands are a mixture of sand, bitumen and water. Oil Sand bitumen is the heavy viscous crude oil and will not flow through pipelines in its naturally occurring state. TRU Technology assists in the processing of bitumen into higher quality crude that is in demand for upgrading to gasoline, jet fuels and other refined products.

Rival’s TRU Technology is targeted at a massive market where billions of dollars are being spent to improve and expand domestic oil sands and heavy oil production; both of which will reduce foreign oil dependency. Rival has filed several provisional patents and patent applications and is focused on licensing its technology for industry use.

Robin J. Harvey
President
Rival Technologies Inc.

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