

For Immediate Release

Rival Technologies Expanding TRU Development Opportunities.

Las Vegas, Nevada October 4, 2006 - **Rival Technologies Inc. (Symbol RVTI)** announced today the company's subsidiary TRU Oiltech plans to aggressively pursue and explore licensing opportunities for its TRU heavy oil upgrading technology.

TRU Oiltech management consisting of G. A. (Sandy) Constable and founding partner Klaus Oehr, recently attended an annual conference presented by the *National Centre for Upgrading Technology*. Numerous oil related groups were present allowing TRU management to connect with industry leaders. Interested oil companies will now have an opportunity to review and evaluate TRU technology outlined in the company's first provisional patent application.

"Participating in this conference provided us an opportunity to meet with numerous major innovators interested in heavy oil and bitumen processing, from around the world." stated Mr. Constable. "These groups showed significant interest in the technology developed by TRU Oiltech's engineers," he added.

TRU Oiltech is also in negotiations to add to its research team a prominent expert located in Alberta, Canada, now a world centre for heavy oil and oil sands research. This well regarded professional will allow the company to complete tests scheduled in October. Positive results will significantly increase the value of TRU technology.

"We expect that our development team's expansion and their participation in this industry event will result in several breakthrough events for Rival in the coming days." mentioned Robin J. Harvey, President of Rival Technologies Inc from the company's corporate office.

On behalf of the Board of Directors

'Robin J. Harvey'

Robin J. Harvey
President

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