

For Immediate Release

Rival Technologies Inc. – Pilot Plant update

Las Vegas, Nevada, August 14, 2008 - Rival Technologies Inc. (OTCBB:RVTI) is pleased to provide shareholders with an update of recent activities as we move to the second phase of our four phase business development plan, building a pilot plant.

Preliminary cost estimates for engineering and construction of the TRU™ Process, one barrel per day, continuous feed pilot plant have been completed. The total expected cost has been set at \$USD 6.0 million. Rival has commenced engineering and design for the pilot plant. Construction is expected to begin in the fourth quarter of 2008 and be completed in mid 2009. Updates will be released as they occur.

Rival is continuing discussions with potential oil company partners and expects one or more major producers to participate in the operation of the pilot plant.

Worldwide, oil sand and heavy oil resources are massive. In Canada alone producers have a total reserve of 1.3 trillion barrels of heavy oil that will need to be developed over the next 40 years. Before moving from the field to the refinery the resource will need to be upgraded. These producers represent the prime market for TRU™ process technology.

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.

'Douglas B. Thomas'
President & CEO
Rival Technologies Inc.

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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