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News Release: Business: Medical Devices

Tech Avenue Ventures Creates Subsidiary & Transfers Global Commercialization Rights for MPowRx™ Snoring Solution

Calgary, AB – October 28, 2008 – Calgary based Tech Avenue Ventures Corp. announced today that it has created a wholly owned subsidiary named MPowRx Health and Wellness Products Inc. and transferred the commercialization rights for the MPowRx™ Snoring Solution. Following a successful dental pilot program and option exercise with University Technologies International, Tech Avenue Ventures has created a new company dedicated to the launch and full commercialization of the MPowRx™ Snoring Solution globally.

Tech Avenue Ventures' business model is to advance promising technologies into the marketplace, accelerating development and commercialization timelines through its broad expertise in the life sciences arena. MPowRx Health and Wellness Products Inc is Tech Avenue Ventures' first spin-off company since its inception less than three years ago. "This promising technology was a perfect fit for Tech Avenue Ventures. After several years of prototype and clinical development, the product is now ready for market", says Dr. Gijs van Rooijen of Tech Avenue Ventures. TAV applied its expertise in all areas of commercialization to develop a solid business plan, gain regulatory clearance in Canada and market validation. The MPowRx™ Snoring Solution is now being launched across Canada through dental practitioners and direct sales over the internet (www.mpowrx.com), and in the future, will be more broadly available through retail channels in Canada and in the United States. "The creation of MPowRx Health and Wellness Products Inc is a significant milestone as a new venture development company, validating our business model and demonstrating significant value creation for our portfolio partners, licensors and their technologies", adds van Rooijen.

The MPowRx™ Snoring Solution was developed by Dr. Leslie Dort, a Calgary dentist and researcher in the field of dental sleep medicine. Dr. Dort invented the device in response to a significant unmet need for a simple, economical and clinically effective over-the-counter solution for snoring, which impacts nearly 60 million people in North America.

MPowRx™ Health and Wellness Products Inc. will be responsible for establishing the infrastructure and global regulatory requirements for manufacturing and distribution of the device, as well as sales and marketing to enable global expansion of the MPowRx™ Snoring Solution. In time, MPowRx™ Health and Wellness Products Inc. will add additional products to its portfolio to build a pipeline of health and wellness solutions for other critical conditions.

More information on MPowRx™ Snoring Solution is available at www.mpowrx.com

About Tech Avenue Ventures Corp

Tech Avenue Ventures Corp, incorporated in December 2005 and based in Calgary, Alberta, is a venture development company focused on accelerating the commercialization of high value consumer and medical products. Tech Avenue Ventures is leveraging its life sciences management and core expertise in the areas of sales and marketing, research and development, manufacturing, and intellectual property to guide the development and commercialization process and build profitable companies. More information can be accessed at: www.taventures.ca.

About MPowRx Health and Wellness Products Inc.

MPowRx Health and Wellness Products Inc is a wholly owned subsidiary of Tech Avenue Ventures. MPowRx Health and Wellness Products Inc is a specialty consumer products company dedicated to the commercialization of innovative health and wellness products. The first product is the MPowRX™ Snoring Solution, a clinically proven over-the-counter snoring device currently being marketed in Canada through dental practitioners and directly to consumers over the internet (www.mpowrx.com).

Business Contact: Gijs van Rooijen, Ph.D. Co-Founder
Tech Avenue Ventures Corp.
vanro@taventures.ca
403.475.8324