



News Release: Business: Investment

Private Equity Deal Strengthens Tech Avenue Ventures

Calgary, AB – November 6, 2008 – Tech Avenue Ventures Corp today announced a private equity investment by Mr. Grant Oh, a well known Calgary-based angel investor, entrepreneur and merchant banker. The investment will allow Tech Avenue Ventures to advance its flagship product under its newly created subsidiary, MPowRx Health and Wellness Products Inc. (www.mpowrx.com), and take key steps in enhancing the Company's value through the evolution of other promising technologies.

Under the terms of the Agreement, Mr. Oh will acquire a minority interest in Tech Avenue Ventures, with an option to make additional investments and receive earn-outs tied to the achievement of certain milestones. Mr. Oh has an impressive track record in start-up business environments, having founded the Bagelicious franchise in Calgary in 1994, as well as in merchant banking, bringing 11 years of securities experience at a senior executive level with Merrill Lynch and Deutsche Bank. Mr. Oh currently holds the position of Director with Merrill Lynch.

"The Principals of Tech Avenue Ventures have a wealth of experience and their precision execution on the launch of the MPowRx™ Snoring Solution reinforces the Corporations' capabilities and its prospects for creating value in the future", said Mr. Oh.

"The investment by Mr. Oh in Tech Avenue Ventures reflects the significant value that we have built into business since its inception less than three years ago, and further validates the Company's depth and future potential, especially in view of today's uncertain capital markets, said Gijs van Rooijen Co-founder and Principal of Tech Avenue Ventures. Tech Avenue Ventures is committed to building a strong venture development capability, and the addition of Mr. Oh to our team will add tremendous depth, especially on the financial capital side of the business".

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).

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