



News Release

November 1, 2005

iROC™ - Interactive Rich Media Appointment

Vancouver, B.C. – November 1, 2005 – Totally Hip (TSX: THP) is pleased to announce that it has appointed Mike Blaney, Vice-President, Interactive Marketing, of Totally Hip Services Inc. iROC™ interactive Rich Media unit.

iROC is Totally Hip's interactive Rich Media application and service provider that teams Totally Hip's technical resources with advertising, development and publishing people to create distinct, inspiring interactive Rich Media campaigns and products.

Totally Hip's award winning LiveStage Professional software with custom Rich Media enhancements is iROC's backbone for the fulfillment of interactive online advertising requirements. iROC™ will produce and deploy interactive Rich Media experiences – interfaces that integrate images, animation, video, audio, 3D and virtual tours with interactive features – creating custom immersive online experiences for iROC clients.

“What we have innovated is the possibility of synchronizing video with user interactions” Mike Blaney states. “Advertisers and ad agency make their decisions to execute interactive Rich Media campaigns based on the feasibility of creating and successfully deploying them. The outcome is almost strictly technology dictated. iROC has the technology, people and creative juices to eliminate any uncertainty for our clients.”

Totally Hip Technologies Inc.

Per: “*David Dicaire*”

David Dicaire, CEO & President

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