



Totally Hip Technologies Inc.
TSX-V: THP

Press Release

October 18, 2005

Introducing iROC™ - Rich Media Design and Development

Totally Hip is pleased to announce that it will be delivering its Rich Media applications and services under the brand name "iROC™".

iROC™ - "Interactive, Rich, Overt, Communications" - teams Totally Hip's technical resources with advertising, development and publishing people in the creation of distinct, inspiring online products.

iROC™ combines Totally Hip's award winning proprietary software with recent custom enhancements created for project specific Rich Media solutions to create and fulfil client's interactive requirements. By producing and deploying Rich Media experiences that seamlessly integrate images, animation, video, audio and virtual tours all with interactive features – advertisers can create an immersive online customer experience for their clients.

The Rich Media revolution is discarding flat, boring websites and empowering businesses to engage their clients and customers as they deploy Rich Media sites with immersive online content that inspires and illustrates for users. iROC™'s interactive Rich Media integrates images, video, virtual tours, animation, audio and interactive features to give online interaction life, to excite, to engage and ignite interest.

With iROC™, Totally Hip continues to build on its proven technology and record of supplying leading edge interactive technology products and solutions to maximize the efficiency and effectiveness of Rich Media campaigns.

For further particulars on iROC™ contact Totally Hip at 604.685.6525 extension #228 or investor@totallyhip.com.

Totally Hip Technologies Inc.

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the important factors that could cause actual results to differ materially from those in the forward-looking statements are Totally Hip's ability to develop, complete, introduce, market, distribute and gain market acceptance for its products and technologies in a timely manner; announcements of technological innovations, new products or product enhancements by Totally Hip or its competitors; general market conditions; and other factors that may impact the Company or its business opportunities including factors detailed in Totally Hip's filings with the Securities and Exchange Commission.