



News Release

October 4, 2005

Rich Media Application and Services Unit Established

Totally Hip Technologies Inc. (TSX-V:THP) is pleased to announce that its services and custom applications business continues to attract considerable attention as the demand for interactive Rich Media solutions increases. Utilizing Totally Hip's proprietary software, enhanced through insights and experience obtained through developing client-specific products and consulting, Totally Hip is providing professional applications and services under contract to a growing client base seeking interactive Rich Media products.

Rich Media is an umbrella expression for content that contains multimedia elements such as audio and/or video, or content that reacts and/or moves when an online visitor clicks on the page or spots on the page where the featured content is embedded. Professional interactive media developers throughout the world have acknowledged Totally Hip's Award Winning LiveStage Professional as the most functional, powerful and cost effective software application for converging more than 200 media formats to create powerful and engaging digital presentations.

Totally Hip's creation of compelling and interactive Rich Media content utilising its proprietary software products delivers a quality viewing experience with improved brand awareness, message comprehension, web site retention and recall by viewers.

A wholly owned subsidiary "Totally Hip Services Inc." has been established to provide these applications and services to accommodate the growing demand for Rich Media applications by the Advertising and Entertainment industries. Totally Hip Services will work with leading advertisers and service providers to collaborate and provide technology applications and expert services in Rich Media delivery.

Targets for Totally Hip's Rich Media application and service operations include content creation, production and delivery of high quality interactive video and digital media integration markets. Professional multimedia developers, communication, media and production companies, educators and educational institutions and developers are all customers for interactive advertising applications and related services. The largest segment of this potential client base is located in North America followed by Europe. The geographical distribution of sales revenues for Totally Hip's products for the period ended June 30, 2005 is USA 71.37%, Canada 17.88%, Europe 7.40%, Australia and New Zealand 1.71%, Asia, Africa, South America 1.64%.

Totally Hip Technologies Inc.

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The TSX Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of the content of this News Release.