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## **Ariel Way's G4 Government Solutions Awarded U.S. GSA Schedule Contract**

**Washington, D.C. April 19, 2011** -- Ariel Way, Inc., (PK: AWYI) [www.arielway.com](http://www.arielway.com), today announced that its subsidiary G4 Government Solutions, Inc. ("G4") has been awarded a five-year Federal Supply IT Schedule 70 Contract by the U.S. General Services Administration ("GSA").

The G4 Government Solutions GSA IT Schedule 70 (GS-35F-0344X) gives Federal agencies as well as State and Local Governments the ability to purchase information technology equipment, software and services from G4 or any of G4's authorized reseller partners. A GSA Schedule is a pre-negotiated contract which permits government agencies to purchase commercial services and products at a pre negotiated price through a select list of authorized suppliers. The GSA Schedules program is the procurement method of choice as it significantly reduces the time and expense of acquisition for both the contractor and the federal customer. The fiscal year 2010 procurement over IT Schedule 70 was over \$16.2 billion.

Arne Dunhem, Ariel Way Chairman, President, and CEO said, "The GSA schedule award enables us to further expand our federal sales and simplify the government purchasing procedure for our hardware, software and services vendors. We are excited to have been awarded this Contract and we look forward to growing our vendor base."

### **About GSA**

The General Services Administration (GSA) is the premier federal acquisition and procurement agency offering equipment, supplies, telecommunications, and integrated information technology solutions to federal customers. The GSA Schedule Contract provides a dynamic vehicle for winning business and increasing revenue. GSA administers these GSA Schedules but they are available to all agencies as well as State and Local Governments. As a catalyst for nearly \$66 billion in federal spending, the GSA Schedules program accounts for more than one-fourth of the government's total procurement dollars. Approximately 12,000 GSA employees provide valuable support to other federal agencies and the general public.

### **About G4 Government Solutions, Inc.**

G4 Government Solutions is a Bethesda, Maryland based small business ("G4") within the Ariel Way group of companies that works with companies who sell their products and services to the Federal and State and Local Governments. G4's go-to-market solutions allow manufacturers to grow their public sector sales, through direct sales or through a flexible program with reseller participation. G4 helps companies lower costs and reduce risks by bringing G4's contracting expertise and technology solutions to enable companies to more effectively manage contracts, sales, marketing and procurement.

### **About Ariel Way, Inc.**

Ariel Way, Inc., a Florida corporation ("Ariel Way" or the "Company"), is a technology and services company for highly secure global communications, multimedia and digital signage solutions and technologies. The Company is focused on developing innovative and secure technologies, acquiring and growing profitable advanced technology companies and global communications service providers and creating strategic alliances with companies in complementary product lines and service industries.

More information about Ariel Way can be found on the web at <http://www.arielway.com>.

*Forward-Looking Statements: Certain of the statements contained herein may be, within the meaning of the federal securities laws, "forward-looking statements," which are subject to risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. See the Company's latest Form 10-KSB for a discussion of such risks, uncertainties and other factors. Any forward-looking statements are made pursuant to the Private Securities Litigation Reform Act of 1995 and, as such, speak only as of the date made. These forward-looking statements are based on management's expectations as of the date hereof, and the Company does not undertake any responsibility to update any of these statements in the future.*