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Ariel Way's GovBuys Awarded VA Contract

Washington, D.C. April 28, 2011 -- Ariel Way, Inc., (PK: AWYI) www.arielway.com, today announced that its subsidiary Government-Buys, Inc. ("GovBuys") has been awarded a contract with Department of Veterans Affairs ("VA") for Robotic Telepathology Equipment for the VHA Telepathology Pilot Program.

GovBuys will provide for the VHA Telepathology pilot program, together with its subcontractor Apollo PACS of Falls Church, VA, robotic telepathology systems consisting of robotic microscopes, robotic stages, objectives, digital cameras and computers. GovBuys will also provide installation, warranty, ongoing maintenance and technical support for the equipment deployed. The system will initially be installed at 10 different VA facilities nationwide. The value of the contract for the initial installation is \$788,525.

Gary Block, Ariel Way Executive Vice President said, "We are very excited about the VA contract that we were awarded in competition with other firms and we are very pleased to work with our partners at Apollo PACS. We hope this could be the beginning of a large-scale deployment to all 167 VA facilities. We also hope this could open up additional opportunities within the Department of Defense, e.g."

Government-Buys, Inc., (www.govbuys.com) is a Bethesda, Maryland based small business ("GovBuys") within the Ariel Way group of companies that specializes in facilitating transactions between government agencies, industry partners and contractors, employing a wide array of contract vehicles and strategies to ensure a timely and efficient procurement. Contractor partners include a number of small businesses, small disadvantaged, 8(a), Service-disabled, Native American and Alaskan Native owned firms. Contract vehicles include GSA 8(a) STARS, GSA Schedule (Group 70), DAR BPA, and a variety of organization-specific Blanket Purchase Agreements.

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.