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Ariel Way, Inc. Signs LOI To Acquire Minority Position in FaceTime Strategy, LLC

*Deal Expected To Provide Strong Public Relations and Advertising Agency Access to The
Digital Signage Network*

Vienna, VA, January 2, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced its plans to acquire 10 percent of FaceTime Strategy, a full-service new media agency. Ariel Way Inc. signed a letter of intent, stipulating the company's interest in investing in the newly formed company that specializes in advertising, marketing and public relations campaigns *via* the Internet, broadcast, print and other mediums.

The strategic partnership will provide Ariel Way, Inc. access to an innovative agency with a new method for creating and utilizing content. From podcasts to blogs, digital signage, to videos and online networking communities, FaceTime offers revolutionary products and services to bolster brand recognition for companies looking to enter the digital signage marketplace.

This deal is critical for the Digital Signage Network, owned by Ariel Way, which will be located in various shopping and retail outlets throughout the country.

“New Media is an exciting and burgeoning market and is poised to explode in the coming year,” said Arne Dunhem president and CEO of Ariel Way. “The prospect of having direct access to the expert team FaceTime will greatly increase our capacity for stellar advertising on our planned digital signage network.”

The Digital Signage Network is a new platform for companies to promote and advertise products and services to targeted audiences as they shop, work and play in malls, banks and other strategic locations.

“Working with the executive team at Ariel Way has been a wonderful experience and we look forward to increasing brand recognition for the company,” said Todd Mason, CEO of FaceTime. “Our campaigns enable companies to implement measurable advertising and public relations campaigns and we are honored to partner with Ariel Way on this exciting business endeavor.”

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FaceTime Strategy, LLC

FaceTime Strategy (FTS) is a full-service new media agency that offers an innovative method for utilizing viral marketing tools, targeted online advertisements and social networking. The agency is synonymous with a unique methodology that will be employed for all clients. The method used is to create a balanced use of all online mediums to effectively communicate a client's messages, and deliver quantifiable results for how each campaign effect the marketplace. FaceTime is headquartered in Washington D.C., with immediate plans to expand services into the New York, Los Angeles, Dallas, and Chicago metro areas.

For more information call 202-386.6159 or visit www.facetimestrategy.com.

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.

For 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 Form 10-KSB for the fiscal year ended September 30, 2006 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.

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