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Ariel Way, Inc. Updates Web-Site

Vienna, VA, January 8, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced today that the Company's Web-site has been updated (www.arielway.com).

Arne Dunhem, Ariel Way president and CEO, said, "I have received many encouraging phone calls from our shareholders asking for the update of the web-site and to receive continuous updates on new developments. The current update is the beginning of series of updates. We plan that the next update will be to include our digital signage business and the results of ongoing strategic acquisition activities."

About Ariel Way, Inc.

Ariel Way, Inc., ("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 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.