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Ariel Way Subsidiary, dbxXmedia, to Provide Business Television and Internet Protocol Satellite Services to Avnet

Vienna, VA, January 12, 2006 – Ariel Way, Inc. (OTC Bulletin Board: AWYI), a technology and services provider for secure global communications solutions, today announced that its subsidiary, dbxXmedia, Inc., has signed a new contract with Avnet, Inc. (NYSE: AVT) to provide business television network infrastructure and technology to allow migration to IP services over time.

dbxXmedia has provided Business Television services to Avnet since the takeover of the BTV product line from Loral Skynet. The new multiyear contract solidifies this relationship between the two companies while allowing Avnet to benefit from increased cost efficiencies and new technologies for distribution of traditional corporate communications and newer IP programming to its global network of offices. The new systems will take advantage of dbxXmedia's satellite, wireless and terrestrial network capabilities.

David Howgill, CEO of dbxXmedia, said, "dbxXmedia is pleased to be able to offer Avnet increased efficiencies and improved services to match their continued growth in the global market. This new contract is further evidence of the continued success of dbxXmedia's traditional business television line and is another major win for its new IP range of TAG services."

"Avnet is a recognized market leader in the global distribution of electronics," said Clay Stubblefield of Avnet, "as such, it is increasingly important to develop and maintain a clear strategy for effective corporate communications. Avnet has a long established, and successful, program to enable our global teams to benefit from key information delivered via our Business Television network. The new contract with dbxXmedia will allow us to further expand our programming through the IT departments and allow high quality video based information to eventually reach all our employees and partners across the globe – instantly, simultaneously to all locations and all from our Corporate Communications headquarters in Phoenix."

Commenting on the contract, Arne Dunhem, CEO of Ariel Way, said, "dbsXmedia continues to accrue new high profile contracts in both traditional and new services which sets the tone for what we expect to be a strong year for the uptake of new secure retail digital signage services and consolidation of the existing secure corporate communications business."

About dbsXmedia

dbsXmedia provides corporate communications infrastructure and digital signage services to corporations throughout the United States and Europe. dbsXmedia is part of the Ariel Way, Inc. group of companies. dbsXmedia's executive management has over 25 years experience in the video and transmission industry. dbsXmedia operates from offices in Frederick, MD and Plymouth, UK to provide industry- leading solutions for Business Television, digital signage and interactive media delivered over a combination of satellite, terrestrial and wireless networks. For more information, visit www.dbsXmedia.com.

About Avnet

Avnet enables success from the center of the technology industry, providing cost-effective services and solutions vital to a broad base of more than 100,000 customers and 300 suppliers. The company markets, distributes and adds value to a wide variety of electronic components, enterprise computer products and embedded subsystems. Through its premier market position, Avnet brings a breadth and depth of capabilities that help its trading partners accelerate growth and realize cost efficiencies. Avnet and the company it acquired in July 2005, Memec Group Holdings Limited, together generated more than \$13 billion in revenue in the past year through sales in 68 countries. Visit www.avnet.com.

About Ariel Way

Ariel Way, Inc. is a technology and services holding company providing highly secure global communications solutions. The company is focused on developing innovative and secure technologies, acquiring and growing advanced emerging technology companies and national and global communications service providers. The company also intends to create strategic alliances with companies with complementary product lines and service industries. Ariel Way's development efforts are conducted by its subsidiaries, dbsXmedia, Inc., and Enfotec, Inc. More information about Ariel Way can be found on the web at www.arielway.com.