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## **Ariel Way, Inc. Signs LOI To Acquire Lime Truck, Inc.**

### *Deal Expected To Be Immediately Accretive To Ariel Way 2008 Earnings*

**Vienna, VA, January 16, 2007** – Ariel Way, Inc. (OTCBB: AWYI) announced today the Company has signed a letter of intent to acquire Lime Truck, Inc., a Dallas, TX based out-of-home advertising company specialized in nationwide advertising, marketing and public relations campaigns based on mobile advertising trucks ([www.limetruck.com](http://www.limetruck.com)). The deal is expected to be accretive to Ariel Way's 2008 earnings with strong EBITDA. The transaction, which is subject to the signing of definitive agreements and customary closing conditions, has a two-step closing process with a first expected closing within two months. The terms of the transaction were not disclosed.

“Lime Truck is an exciting and burgeoning out-of-home advertising company in a market that is poised to rapidly expand nationwide in the coming years,” said Arne Dunhem, Chairman and CEO of Ariel Way. “The prospect of having direct access to this advertising operation and its nationwide major clients together with the expert team at Lime Truck is very strategic for us. We believe it will greatly support advertising on our planned Digital Signage Network.”

“We look forward to working with the executive team at Ariel Way and to be part of enhancing its out-of-home advertising strategy” said Ms. Melody Mayer, COO of Lime Truck. “Our campaigns enable nationwide companies to build powerful brand awareness and give our clients maximum advertising exposure for their investment. We believe this will be critical for Ariel Way on this exciting business endeavor.”

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.

**Lime Truck**, operates advertising trucks in Dallas, TX and in several other cities nationwide with major advertising clients within telecommunications, airlines, automobiles, furniture chains, newspapers, and beverages. The business is to build powerful brand awareness, give clients the maximum advertising exposure for their investment, and to create the kind of results for our clients that build long-term relationships.

**For more information about Lime Truck call 972-475-1200 or visit [www.limetruck.com](http://www.limetruck.com)**

**About Ariel Way, Inc.**

Ariel Way, Inc., a Florida corporation with operation in Vienna, VA, (“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 media technologies, acquiring and growing profitable advanced technology and media companies 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, 2007 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.*