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## **Ariel Way, Inc. Completes Agreement To Acquire Syrei Holding UK, Ltd**

**Vienna, VA, February 14, 2008** – Ariel Way, Inc. (OTCBB: AWYI) announced today that the Company on February 13, 2008 has completed and signed the definitive Agreement and Plan of Merger to acquire Syrei Holding UK, Ltd, a UK and Sweden based telecom-consulting firm comprised of senior specialists and experts in the evolving global telecommunications market ([www.syrei.com](http://www.syrei.com)). The transaction has a two-step closing process with a first expected closing within a few days, on or around February 19, 2008.

Arne Dunhem, Ariel Way president and CEO, said, "Many have been awaiting the news on the Syrei transaction. For various reasons, our signing of the agreement got delayed. We are truly excited with Syrei becoming part of Ariel Way. Syrei president Thomas Strangert's team of technical experts have over ten years successfully been providing and will continue to provide services worldwide to major corporations and telecom operators. They will also add global expertise to our strategy of building a state-of-the-art highly secure Digital Signage Network and will have primary focus on markets in Europe and Asia. We expect this acquisition to be immediately accretive to Ariel Way's earnings."

Thomas Strangert, CEO of Syrei, said, "This transaction is a fascinating step for Syrei and we believe we can add a new strategic dimension to Ariel Way. We are excited about actively supporting the Digital Signage activities in Europe and Asia in addition to continue to expand our current customer base on a worldwide basis."

Syrei, founded in 1997, is a telecom-consulting firm operating out of the UK and Sweden comprised of senior specialists and experts in the evolving global telecommunications market. Syrei's management and technical experts have successfully delivered professional services to value added service providers, telecom equipment manufactures and operators in more than 40 countries around the world. Syrei is a complete solution provider and a system integrator that is able to accept the total responsibility of large and complex projects. Syrei's consultants have been brought in to advise and aid major corporations and telecom operators like Ericsson, Nokia, 3GIS, ABB, Orange, SonyEricsson, Swedbank, Tele2, TeliaSonera, TIM etc.

### **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 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.*