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## **Ariel Way, Inc. Signs Letter of Intent To Acquire Mason Media Networks, LLC**

*Deal Will Bring Highly Visible Digital Signage Operation in Washington, D.C.*

**Vienna, VA, March 4, 2008** – Ariel Way, Inc. (OTCBB: AWYI) announced today that it has signed a letter of intent to acquire Mason Media Networks, LLC, (“MMN”). Mason Media Networks is a Washington, D.C. digital signage company that specializes in providing digital signage solutions.. As a part of the deal, Mason Media Group, MMN’s parent company ([www.masonmediagroup.com](http://www.masonmediagroup.com)) will receive shares of Ariel Way common stock and will become a new equity participant in the company. 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 one month.

“This deal comes at an opportune time for both companies, as Mason Media Networks ([www.masonmedianetwork.com](http://www.masonmedianetwork.com)) as a number of digital signage networks in the design phase that will launch before the fall 2008 said Arne Dunhem, Chairman and CEO of Ariel Way.

With this acquisition, we will be squarely in the digital signage business, which is our strategic business focus,” “We will also add a highly skilled team to our company and management,” Dunhem added.

Ariel Way’s planned Digital Signage Network is a new platform for companies to promote and advertise products and services while providing valuable information to targeted audiences as they shop, work and play in malls, banks and other strategic locations.

“We have built a brand name in the Out of Home Advertising and Marketing Industry that together with Ariel Way can be leveraged on a international platform.” “We look forward to working with the executive team at Ariel Way to provide a key element in the Ariel Way’s out-of-home digital signage strategy.” said Todd Mason, CEO of Mason Media Networks.

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**Mason Media Networks, LLC** develops, builds and manages private communications networks for Out of Home advertising, corporate communications, promotion and entertainment. MMN consists of digital signage networks and networks broadcasted *via* new media from the Internet to your pocket.

**For more information about Mason Media Networks, call 202.775.0086 or visit.**

**[www.masonmedianetworks.com](http://www.masonmedianetworks.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.*

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