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Ariel Way's Syrei Reports Record Revenue

Vienna, VA, March 19, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced today that its subsidiary Syrei AB, (www.syrei.com), a Sweden based telecom-consulting firm reported its highest monthly revenue ever. The February 2008 revenue was approximately \$670,000, which was above the expected revenue for this month. This is also the first monthly reporting from Syrei since Syrei became part of Ariel Way.

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 manufacturers 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. Syrei will add global expertise to Ariel Way's strategy of building a state-of-the-art highly secure Digital Signage Network. Syrei's primary focus will be on markets in Europe and Asia.

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 statement", 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.