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Ariel Way Appoints Thomas Strangert As Vice President European Operations

Vienna, VA, March 27, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced today that Thomas Strangert has been appointed as Vice President, European Operations. Mr. Strangert will support Ariel Way's various activities in Europe, but will also continue to work as the CEO of Syrei AB, the Company's subsidiary in Sweden.

Thomas Strangert has been the CEO of Syrei AB since 2004. Before that appointment he was a Senior Partner of Syrei and was actively working worldwide as a consultant with expertise knowledge of mobile telephony systems. After having graduated from Stockholm's prestige university, The Royal Institute of Technology, KTH, Thomas Strangert started his professional career at one of the telephony giant Ericsson's R&D departments. Still within Ericsson, he shifted to a market oriented position where he supported local Ericsson companies and their customers around the world with telephony system expertise. The experience, knowledge and connections gathered during those years have been an enormous benefit to Syrei since he joined.

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.