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Ariel Way's dbxXmedia Appoints New President and Chief Operating Officer

Vienna, VA, April 5, 2005 -- Ariel Way, Inc. (OTC Bulletin Board: NFDV), a technology and services provider for highly secure global communications solutions, formerly Netfran Development Corp., announced today that its subsidiary dbxXmedia, Inc. has appointed David Lauterbach as president and chief operating officer. Lauterbach will oversee daily operations of dbxXmedia worldwide.

Prior to joining dbxXmedia, Lauterbach joined dbxXmedia from Loral Skynet, where he served as the director of technical operations, specializing in the corporate communications client sector. Lauterbach led a team that created some of the first satellite IP video multicast networks and led all BTV engineering. He continues to pioneer efforts in these areas.

Previously with Global Access, Lauterbach's engineering teams were responsible for the development of the first system to effectively broadcast MPEG II video over standard T1 telephone lines, significantly reducing the cost of broadcast production. Prior to Global Access, Lauterbach was part of the founding management team of the Business Television Group at EchoStar Communications. He was a key member of the engineering team that did much of the pioneering work on the DVB MPEG II platform and part of the engineering/design team that built EchoStar's Cheyenne Uplink center.

Lauterbach has played key roles in various organizations and charities, including serving on the advisory board to Denver Technical University. He received his Bachelor's of Science from the University of South Florida and resides in Frederick, Md., with his wife and two children.

David Howgill, CEO of dbxXmedia, said, "David is one of the best communications engineers in the industry. His experience provides dbxXmedia with the knowledge to drive solutions for our clients based on the best open standards technology available. We look forward to David taking the reins for daily operations and providing our teams with the stability and vision to fulfill our goals as an international leader in corporate and retail media delivery over satellite, terrestrial and wireless networks."

About dbSXmedia

dbSXmedia provides communications infrastructure and integrated multimedia services to corporations throughout the United States and Europe. dbSXmedia is part of the Ariel Way, Inc. group of companies. dbSXmedia's executive management has over 25 years experience in the video and transmission industry. dbSXmedia will operate from offices in the United States and United Kingdom, providing industry-leading solutions for BTV, digital signage and interactive media delivered over a combination of satellite, terrestrial and wireless networks.

About Ariel Way

Ariel Way, Inc. is a technology and services company providing highly secure global communications solutions. The company is focused on developing innovative and secure technologies, acquiring and growing advanced emerging technology companies and national and global communications service providers. The company also intends to create strategic alliances with companies with complementary product lines and service industries. For more information, visit <http://www.dbSXmedia.com> or <http://www.arielway.com>.

A profile on the company can be found at <http://www.hawkassociates.com/arielway/profile.htm>.

An online investor relations kit containing Ariel Way press releases, SEC filings, current Level II price quotes, interactive Java stock charts and other useful information for investors can be found at <http://www.hawkassociates.com> and <http://www.hawkmicrocaps.com>. Investors may contact Frank Hawkins or Julie Marshall, Hawk Associates, at (305) 852-2383, e-mail: info@hawkassociates.com.

Forward-Looking Statements: Certain statements made in this press release concerning the acquisition of Ariel Way, Inc. and its future operations and acquisitions are forward-looking statements. Although such statements are based on current expectations they are subject to a number of future uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, the Netfran Development Corp. acquisition of Ariel Way, Inc. and additional potential acquisitions and the ability of Ariel Way, Inc. to execute effectively its business plan and develop a successful business. 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. Statements made in this document that are not purely historical are forward-looking statements, including any statements as to beliefs, plans, expectations, anticipations or intentions regarding the future. The company assumes no obligation to update information concerning the forward-looking statements contained herein.