



8000 Towers Crescent Drive
Suite 1220
Vienna, VA 22182
(703) 918-2430
<http://www.arielway.com>

Contact Information

Hawk Associates, Inc.
Frank N. Hawkins, Jr. or Julie Marshall
Phone: (305) 852-2383
E-mail: info@hawkassociates.com
<http://www.hawkassociates.com>
<http://www.hawkmicrocaps.com>

Ariel Way to Acquire BEST Direct Network

Transaction Expected to Add Revenue of More Than \$1.7M

Vienna, VA, May 3, 2005 -- Ariel Way, Inc., under name change from Netfran Development Corp. (OTC Bulletin Board: NFDV), a technology and services provider for highly secure global communications solutions, announced today that it has signed a letter of intent to acquire BEST Direct Network Ltd. (BEST). BEST is a UK-based company specializing in the hosting of voice-over-IP (VoIP) solutions, the provision of high bandwidth wireless communications (Wi-Fi), together with ancillary capabilities focused on secure billing, transaction and authentication services.

This transaction, if concluded, may allow BEST Direct Network to generate revenue of more than \$1.7 million a year for Ariel Way.

Arne Dunhem, CEO of Ariel Way, said, "The BEST team has the experience and drive to provide best-in-class services for billing and transaction handling, as well as for VoIP and Wi-Fi solutions. We believe BEST will strengthen our team of companies providing solutions and technologies for highly secure communication on a global basis."

Annika Engstrom, chairman and chief operating officer of BEST, said, "Upon the completion of the acquisition, BEST will continue to provide the core of our billing and transaction services for our customers, making the transition seamless to all customers. Our team will be able to concentrate on offering enhanced service, value and expanded service lines, allowing us to provide state-of-the-art solutions for billing and transaction handling, billing project management and for turnkey VoIP and WiFi solutions for global service providers."

About BEST Direct Network Ltd.

BEST Direct Network Ltd. (BEST) is a UK-based company specializing in the hosting of voice-over-IP (VoIP) solutions, the provision of high bandwidth wireless communications (Wi-Fi), together with ancillary capabilities focused on secure billing and authentication services. BEST has developed this capability through 100% ownership of the renowned Swedish company EC2B Business Partner AB and its proven capability in supply of both billing consultancy and billing outsourcing. Its contracts include TeliaSonera in Scandinavia and Lannet in Greece. BEST is also in a position to offer a general consultancy in all areas mentioned as well as satellite communication for the development and operation of competitive communications. BEST possesses knowledge

to extend its capabilities by radio and satellite through a key shareholding by the Vitacom Services Corporation.

About Ariel Way

Ariel Way 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. More information about Ariel Way can be found on the web at <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 investor relations information 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 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.