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Ariel Way's dbSXmedia to Provide Increased Radio Connectivity to TEAMtalk Broadcast

Vienna, VA, May 5, 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 its dbSXmedia subsidiary has signed a new contract with TEAMtalk Broadcast Ltd. to provide network infrastructure for delivery of TEAMtalk's radio content into a major UK supermarket retail chain.

TEAMtalk Broadcast provides custom programming to many of the major retailers in the UK and Europe. By leveraging the network infrastructure and delivery expertise of dbSXmedia, TEAMtalk has been able to further expand their reach into retail stores – some of which are already provided by dbSXmedia.

David Howgill, CEO of dbSXmedia, said, “dbSXmedia will be able to provide a higher level of service to TEAMtalk in both the radio delivery arena and in our upcoming IP and digital signage delivery systems for retail. The new contract will further grow the relationship between one of the leading content and signage providers in Europe with the premier Business television and satellite IP solutions network provider - dbSXmedia.”

“TEAMtalk is a recognised market leader in content solutions to retail,” said Mark Woodhead of TEAMtalk, “as such, it is increasingly important to develop strategic relationships with quality network providers that are not just limited to satellite or terrestrial but can assist us in the areas our clients are interested moving forward. dbSXmedia provides us with both the confidence for current clients and a clear vision and technology set for the future.”

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 operates 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. For more information, visit <http://www.dbSXmedia.com>.

About TEAMtalk

TEAMtalk Media Group excels in the provision of multi platform content delivery specifically for retail, web, audio, iTV and mobile telephony. TEAMtalk offers excellent advertising and sponsorship opportunities across the entire network, with leading brand names for leading brand players. TEAMtalk is owned by ukbetting plc. For more information on TEAMtalk please visit <http://www.teamtalk.com>.

About Ariel Way

Ariel Way, Inc. under a name change from Netfran Development Corp. 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.