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## **dbxXmedia, An Ariel Way Company, to Provide Radio Connectivity to Virgin Megastores**

**Vienna, VA, May 26th, 2005** -- Ariel Way, Inc. (OTC Bulletin Board: AWYI), a technology and services provider for highly secure global communications solutions, announced today that its dbxXmedia subsidiary has signed a new contract with Virgin Megastores to provide their Virgin Megastores Radio (VMR) service into their retail stores throughout the United Kingdom.

Virgin Megastores had been looking to secure a new provider to ensure the continued success of their in-house retail station. dbxXmedia's experience, ability to deliver on Virgin's existing platform and competitive pricing led to the signing of a new contract.

David Howgill, CEO of dbxXmedia, said, "dbxXmedia will be able to provide a higher level of service to Virgin Megastores while providing the chain with options for future delivery of IP content into the stores. We look forward to working closely with Virgin, as with all our retail clients, to ensure we continue to deliver the best marriage of technologies, service and value in a competitive marketplace."

dbxXmedia recently acquired the Loral Skynet BTV product line and continues to augment both its technology platforms and blue chip client base throughout the U.S.A. and Europe.

#### **About dbxXmedia**

dbxXmedia provides communications infrastructure and integrated multimedia services to corporations throughout the United States and Europe. dbxXmedia is part of the Ariel Way, Inc. group of companies. dbxXmedia's executive management has over 25 years' experience in the video and transmission industry. dbxXmedia 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.dbxXmedia.com>.

#### **About Virgin Megastores**

With over a million people visiting a Virgin Megastore somewhere in the world per day Virgin Megastores remain at the forefront of popular culture with the broadest range of music, movies and games in the world. Famous for in-store live performances, Virgin Megastores has hosted recent appearances from David Beckham to Destiny's Child, Jordan to Franz Ferdinand and Pamela Anderson to Velvet Revolver. The first Virgin record store opened in London's Oxford Street in 1971. As well as a high-profile retail estate in the UK, including the landmark Number One Piccadilly Store, London, Virgin has stores in the U.S.A., France, Australia, Greece, Japan, Kuwait and Lebanon.

### **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 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) 451-1888, e-mail: [info@hawkassociates.com](mailto:info@hawkassociates.com).

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*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.*