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Ariel Way, Inc. and Lime Truck Rocks for Southwest Airlines

Vienna, VA, May 29, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced today that during the month of May, Ariel Way's subsidiary Lime Truck based in Dallas, TX, participated in Southwest Airlines marketing campaign called "Southwest Airlines is ROCKING Austin" to celebrate the airline's passion for its Austin Customers. Since 1977, Southwest Airlines has played center stage in Austin, providing service from coast to coast.

Lime Truck provided for Southwest Airlines over 19 days nonstop, sweet harmony throughout the Austin Community with a portable recording studio in one of their mobile advertising trucks. The visitors could simply step into Lime Truck's glass truck and record a track. Once the recording was completed, the visitor could download his or hers butt kickin' tune free of charge or e-mail the heart stopping performance directly to a friend.

Arne Dunhem, Ariel Way CEO, said, "I am very pleased with the creative team at Lime Truck who prepared the mobile recording studio for Southwest Airlines."

"Southwest Airlines is an exciting client and we are very pleased with the well received response to our advertising campaign using our fleet of mobile advertising trucks" said Ms. Melody Mayer, COO of Lime Truck. "This campaign is just one example of our many out-of-home advertising activities".

Lime Truck, based in Dallas, TX, operates a fleet of mobile advertising trucks in 40 markets nationwide with major advertising clients within telecommunications, airlines, automobiles, furniture chains, newspapers, and beverages. The business is to build powerful brand awareness, give clients the maximum advertising exposure for their investment, and to create the kind of results for the clients that build long-term relationships.

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 statements," 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.