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Ariel Way, Inc. and Lime Truck takes Miller Chill to the Jersey Shore

Vienna, VA, June 3, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced today that they are running a three-month campaign for Miller Chill in the Jersey Shores. The Miller Chill campaign promoting the chelada (a type of Mexican beer cocktail) launched in May and runs throughout the summer months until September. Miller Chill was introduced last year as chelada-style beer brewed with a hint of lime and salt. Limetruck mobile will promote Miller Chill through the use scrolling mobile billboards within the Jersey Shores and at local events. While parked at the beaches the scrolling unit is transformed into a music box with a DJ in the back playing songs for the beach goers at their request.

Arne Dunhem, Ariel Way CEO, said, "This additional mobile advertising business from Miller Chill is very exciting. Involving the target audience is proving successful".

"The feedback on this campaign has been great so far; one driver has already reported people taking photos with their camera phones as well as a person who walked out of a gas station, with a purchase claiming that the photos made him want to try the chelada-style beer" said Ms. Melody Mayer, COO of Lime Truck. "This campaign is another way for Miller to interact their brand with their audience".

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.