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## Ariel Way Shareholder Conference Call

**Washington, D.C., June 26, 2008** – Ariel Way, Inc. (OTCBB: AWYI) announced today that a conference call for its shareholders has been arranged for Tuesday July 1<sup>st</sup>, 2008. Key management to include Arne Dunhem, Chairman & CEO, Thomas Strangert, CEO of subsidiary Syrei AB (Stockholm, Sweden) and Melody Mayer, COO of subsidiary Lime Truck, Inc. (Dallas, TX) will present for the shareholders an update on the current operation. The conference call will last approximately 20 minutes.

Shareholders may also send in advance brief questions prior to the conference call to email address: [info@arielway.com](mailto:info@arielway.com).

Date for conference call: Tuesday July 1<sup>st</sup>, 2008  
Time: 12 noon (EDT), 9 am (PDT), 18.00 (Central European time), 16.00 (GMT)  
Attendee dial-in number: +1-712-432-1001  
Attendee access code: 487843166 followed by #-sign

### **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 statement", 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.*