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Ariel Way, Inc. and Lime Truck takes Skechers to Boulder, Colorado

Washington, D.C., July 1, 2008 – Ariel Way, Inc. (OTCBB: AWYI) announced that they today launched a four-week mobile advertising campaign for Skechers Shoes in Boulder, Colorado. The Skechers campaign promotes the Cali Clogs (A Nano Lite soft plastic foam casual shoe with sculpted detail and holes for Cali Bits(R) charms). The advertising campaign launched on July 1st runs until July 31st. The Lime Truck mobile advertising vehicle will run 40 hours a week promoting the Cali Clogs at a number of locations in the Boulder area.

Arne Dunhem, Ariel Way CEO, said, "Skechers Shoes is a new mobile advertising client for the Lime Truck team and I am very pleased with this addition".

"I am very excited about the opportunity to promote Skechers Cali Clogs in the Boulder area," said Ms. Melody Mayer, COO of Lime Truck. "This media allows Skechers to get their message out in areas that would otherwise not be reached".

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.