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## **William Stapleton Joins Ariel Way as an Advisor**

**Vienna, VA, October 20, 2005** – Ariel Way, Inc. (OTC Bulletin Board: AWYI), a technology and services provider for highly secure global communications solutions and technologies, announced today that William Stapleton has joined the company as an independent advisor.

Stapleton will focus on M&A activities and the development of emerging communications services and strategic alliances, primarily supporting the consolidation of acquired companies.

Arne Dunhem, Ariel Way chairman and CEO, said, “Bill has an excellent background and experience in telecommunications operations, financial management and mergers and acquisitions. He will draw upon his strong working relationships throughout the industry to assist us with our acquisition strategy. He is also highly experienced in public and private technology companies, and we believe his contributions will help us achieve our strategic business goals.”

Stapleton said, “I am pleased to become part of Ariel Way in my position as an advisor to the executive management team. Arne and his team have accomplished a great deal in the past several months, and I look forward to assisting the continued growth of Ariel Way in 2005 and beyond.”

Stapleton is the president and managing director of the Stapleton Group, Inc., a management consulting firm with emphasis on the start-up and restructuring of high-performance telecommunications companies. He has performed executive management duties for 11 mid-sized companies since 1995. He has assisted Goldman Sachs, Citicorp, MCI WorldCom, Siemens and others with capital restructuring, asset recovery services and interim management assignments. Prior to founding the Stapleton Group, he was a director at AT&T, responsible for leading and executing marketing and sales efforts to assist various AT&T business segments achieve growth and profitability.

Stapleton has served on the board of directors of SCii Telecom, SA, Lasergate Systems, Inc. and GVN Technologies. He holds a degree in business from Syracuse University and completed academic fellowships at MIT, Cambridge Institute of Technology, the

University of Pennsylvania, Wharton School of Business Management and the Menniger Institute for Personal Behavior Studies. He was a captain in the U.S. Air Force.

### **About Ariel Way**

Ariel Way is a technology and services company providing highly secure global communications solutions and technologies. 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 at <http://www.arielway.com>.

A profile on Ariel Way can be found at <http://www.hawkassociates.com/arielway/profile.htm>.

An online investor relations 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.americanmicrocaps.com>. Investors may contact Frank Hawkins or Julie Marshall, Hawk Associates, at (305) 451-1888, e-mail: [info@hawkassociates.com](mailto:info@hawkassociates.com).

*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 acquisition of the private company Ariel Way, Inc. and additional potential acquisitions and the ability of the public company 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.*