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## **Ariel Way, Inc. Forms New Advisory Board; Anand Kumar Named Chairman**

**Vienna, VA, December 10, 2007** – Ariel Way, Inc. (OTCBB: AWYI) a technology and services company for highly secure global communications, multimedia and digital signage solutions and technologies, announced today the formation of a new Advisory Board and the appointment of Anand Kumar as chairman.

Members of the Advisory Board will serve as external advisors to the management team and the Company's Board of Directors to help identify, launch and develop new business ventures and projects. Members are also expected to help the Company stay abreast of market developments and opportunities and identify potential alliance partners and financing sources.

Arne Dunhem, Ariel Way president and CEO, said, "The formation of the Advisory Board is an important step in harnessing industry experience and talent that can help further our goal of creating value for our shareholders. I am very pleased that Anand has agreed to support Ariel Way in his role as chairman of the Advisory Board. In the coming weeks we expect to announce additional appointments of individuals who have demonstrated experience in the areas of digital signage network technologies, media and advertising services, business development and mergers and acquisitions."

During 2004 - 2005, Kumar served as a senior executive to the Company primarily in the areas of corporate strategy and business development. He is currently involved with worldwide consulting with telecommunications and energy conservations projects.

During Mr. Kumar's professional career, spanning over 35 years, he founded and operated a number of companies including the founding in 1992 of an international consulting company, Communications Strategies Group, advising foreign telecommunications administrations such as among others Iceland Telecom, Andorra Telecom, Cyprus Telecom, Bangladesh Telecom Board and U.S. domestic carriers including Cable & Wireless, Comsat RSI, AT&T, Sprint, MCI, Startec Global Communications and various others. During this period Mr. Kumar also helped build a European based telecommunications carrier, Esprit Telecom. Prior to 2000 Mr. Kumar established Global TeleSolutions, Inc. for the origination and termination of multiple types of international telephony and data traffic. Prior to this, Mr. Kumar co-founded and participated in building the international operating locations for an international telecommunications carrier, Facicom International, Inc. in Washington, D.C. Mr. Kumar was also part of the raising of \$300 million in high-yield debt financing. Mr. Kumar is trained as an Electrical Engineer both at the undergraduate and graduate levels in the U.S. and was a doctorate candidate in communications studying under the guidance of professors from MIT

"I look forward to contributing to the growth of Ariel Way and helping the Company address the many exciting opportunities that we now see emerging in the global wireless technology and services marketplace," said Kumar.

**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, 2006 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.*