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## **Ariel Way, Inc. Signs MOU With Noventri**

**Vienna, VA, December 18, 2007** – Ariel Way, Inc. (OTCBB: AWYI) announced today that the Company has signed a Memorandum of Understanding with Noventri, Inc., a Maryland based "one-stop-shop" company for digital signage turnkey solutions, which include consultation, technology, software, content creation and management ([www.noventri.com](http://www.noventri.com)). Per the agreement, Noventri will become a strategic partner to Ariel Way and also form part of its management team, and will make available Noventri's top professionals to work hand-in-hand with Ariel Way's executives in many of the areas identified in Ariel Way's Digital Signage Business Plan.

Arne Dunhem, Ariel Way president and CEO, said, "We are excited with the prospect of having Noventri as a strategic partner and to have David Linetsky's team of highly skilled professionals, with Massimo Colella as the leader, to be part of our team. They have over more than five years successfully provided advanced dynamic digital signage solutions to many well known customers and locations and has the hands-on experience that we need for our strategy of building a state-of-the-art highly secure Digital Signage Network."

David Linetsky, CEO of Noventri, said, "We are looking forward to working with Arne and his team to support Ariel Way's strategy. We believe that we can provide significant experience to Ariel Way's management team and are excited about actively supporting the Digital Signage activities."

Noventri has designed, developed and installed dynamic digital signage systems at locations like Delaware Park; Marriott Inner Harbor, Baltimore; Charles Town Races and Slots, West Virginia; Maryland Science Center, Baltimore; Camden Yards, Baltimore; Newseum, Washington D.C.; Baltimore Convention Center; University of Maryland; Penn State University; and Trump Marina, Atlantic City.

### **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>.

### **About Noventri, Inc.**

Noventri, a division of Specialized Communications Corp., has been a leader in sales, service, and installation of Dynamic Digital Signage since 2004. Dynamic Digital Signage is an economical and easy-to-use media that can be updated locally or remotely as often as needed. Noventri Digital Signage supports multiple zones capable of displaying content not limited to live video feeds, streaming updates and static displays alone or in combination. A single player also supports multiple High-Definition Plasma or LED displays. David Linetsky is President. 20940 Twin Springs Drive, Smithsburg, MD 21783-1510. Website: [www.Noventri.com](http://www.Noventri.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.*