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Ariel Way, Inc. Signs MOU With Mason Media Group

Vienna, VA, December 19, 2007 – Ariel Way, Inc. (OTCBB: AWYI) announced today that the Company has signed a Memorandum of Understanding with Mason Media Group, LLC, (MMG) a Washington, D.C. based holding company, (www.masonmediagroup.com), that develop, produce, and provide technical services to the broadcast, cable, and film industry with a primary focus on Sports and Entertainment. MMG is also a provider of focused advertising, marketing, entertainment, and audiovisual content capitalizing on the New Media Revolution. Per the agreement, MMG will become a strategic partner to Ariel Way and MMG's top professionals will support Ariel Way's executives with its Digital Signage Business Plan.

Arne Dunhem, Ariel Way president and CEO, said, "We are excited to have Todd Mason and his group as a strategic partner and to have his highly skilled professionals to work with us. They have a terrific experience and capabilities in creating content and HDTV productions that would benefit our advertising clients for our strategy of building a state-of-the-art highly secure Digital Signage Network."

Todd Mason, CEO of MMG, said, "We are looking forward to be part of Ariel Way's Digital Signage strategy. Besides HDTV productions, we believe that we can provide support with focused advertising, marketing, entertainment, and audiovisual content."

About Ariel Way, Inc.

Ariel Way, Inc., ("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>.

Mason Media Group, LLC

Mason Media Group is a holding company, with a mission to expand and invest in unique, top-tier communication and entertainment companies that are revolutionizing the way that people connect and receive information. Mason Media Group identifies new markets and growing companies that build value and equity for its investors and customers. Mason Media Group is poised to become the premier provider of focused advertising, marketing, entertainment, and audiovisual content capitalizing on the New Media Revolution.

MMG companies work with entertainment, political/advocacy, and corporate clients to develop, craft and distribute their message. MMG companies are composed of highly creative and experienced individuals who are leaders in their industry and leverage the latest in new media technology.

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.