



FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Harrity
friendlyway, Inc.
1255 Battery Street, Suite 200
Levi's Plaza
San Francisco, CA 94111
USA
Toll-free in U.S. (866) 546-7548
Tel: (415) 248-8017
Fax: (415) 288-3334
E-mail: jharrity@friendlywayinc.com

Friendlyway and EasyLobby Partner to Deliver Self-Service, Turnkey Visitor Management Solution

SAN FRANCISCO, Calif. /September 26, 2005 — friendlyway, Inc. (OTCBB: FDWY.OB) a developer and marketer of interactive self-service solutions, today announced a partnership with EasyLobby, Inc., a leading provider of electronic visitor management systems.

The EasyLobby system allows visitors to electronically scan their ID (license, passport, military ID, or business card) at a self-service friendlyway kiosk, and automatically capture and store all relevant information about them, including their photo and/or signature (both optional), the name of the person being visited, the reason for the visit, and their entry and exit times. In twenty seconds or less with the interactive touch screen kiosk, the person is professionally checked in, a high quality customized visitor badge is printed, and the person they are visiting can be automatically called or emailed to notify them that their visitor has arrived in the lobby.

For added security in unattended lobbies, the EasyLobby system will first verify that the visitor has been pre-authorized by an employee for that day, before printing a badge. EasyLobby can also be tightly integrated with the building's access control system, so that the badge printed for validated visitors can then be used to open a door or turnstile, or activate an elevator bank via barcode scan. In this way, the system can help keep unwanted people from gaining entry to the building.

"EasyLobby and friendlyway products naturally complement one another, and will improve the security in buildings that can now require visitors to register themselves, quickly and easily" said Alexander von Welczeck, CEO of friendlyway Corporation. "We believe the system has widespread applications across many industries, especially when integrated in an inviting interactive kiosk."

"The elegance and ease of use of this EasyLobby/friendlyway solution will not only improve lobby security for our customers, but it will also improve their image" said Howard Marson, CEO of EasyLobby, Inc. "This solution allows those customers who are currently using a paper guest log to dramatically improve the visitor's experience, as well as the quality of data being collected and stored to track who is in their buildings and why."

About EasyLobby

EasyLobby, Inc. provides a suite of products for complete, fast, and secure visitor registration and pre-registration, recordkeeping, reporting and badging. EasyLobby has deployed its award winning visitor management system in over 1,000 sites to private and public sector companies and organizations, Fortune 500 companies, government agencies, multi-tenant buildings, k-12 schools and universities, hospitals and others worldwide. For

more information visit www.easylobby.com or send email to sales@easylobby.com, or call 781-455-8558.

About friendlyway

friendlyway Corporation, through its wholly-owned subsidiary friendlyway, Inc., provides interactive customer communications systems and applications that support targeted marketing programs at points of sale, service, and information. Our platforms allow our clients to efficiently deliver multimedia content to their audiences via interactive devices and displays. Our goal is to support our clients by streamlining their workflows using displays to do more. friendlyway's services are expected to allow its clients to add value for their customers and provide the company with a recurring revenue stream while fostering customer loyalty and stimulating growth. For more information on friendlyway, please contact us at 1-866-KIOSK4U or visit us on the Web at <http://www.friendlywayinc.com>.

Safe Harbor Statement:

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended including statements regarding friendlyway's anticipated revenue, growth in friendlyway's target market, and market trends favorable to friendlyway. Investors are cautioned that all forward-looking statements involve risks and uncertainty. Although the Company believes that the assumptions underlying the forward-looking statements contained herein are reasonable, any of the assumptions could be inaccurate, and therefore, there can be no assurance that the forward-looking statements included in this press release will prove to be accurate. Important factors that could cause actual results to differ materially from the forward-looking statements include friendlyway's need to obtain substantial additional capital (through financings or otherwise) to fund its operations, fluctuations in the Company's business results, initial and continuing acceptance of the Company's products and services by its clients and the market place, competition and changes in the markets it serves. In light of the significant uncertainties inherent in the forward-looking statements included herein, the inclusion of such information should not be regarded as a representation by the Company or any other person that the objectives and plans of the Company will be achieved.