



PRESS RELEASE

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LIFE|WARE ANNOUNCES CERTIFIED DREAM HOME INTEGRATOR PROGRAM

Innoventions Dream Home allows guests to interact with Lifelware systems.

Denver, CO – CEDIA EXPO 2008 – September 4 – 7, 2008 – Booth #410 – Exceptional Innovation announced today a new Life|ware™ dealer program that leverages its participation in the Innoventions Dream Home experience at Disneyland.

Developed by Disneyland in collaboration with Life|ware, Microsoft, HP and homebuilder Taylor Morrison, the Innoventions Dream Home has been a popular experience with guests since its opening earlier this summer. Under the new program, Life|ware will supply Life|ware Certified dealers with consumer leads generated by interest in the Innoventions Dream Home experience. The home is designed to generate consumer awareness and excitement about current and future home technologies and has the ability to be a huge potential source of customer leads for Life|ware Certified dealers. Any leads generated will be prequalified by Life|ware associates before being assigned to a participating dealer.

“One of the most exciting things that any company can do is hand their resellers a qualified customer lead,” said Steve Cashman, Life|ware’s chief strategy officer. *“Our work with Disney has dramatically increased awareness of new and emerging technologies for the home, and how Life|ware can tie them all together seamlessly.”*

“Visitor’s are really amazed that so much of the technology in the Innoventions Dream Home is already on the market today,” said Dave Miller, Director of Alliance Development, Walt Disney Parks and Resorts. *“We’ve already had many guests opt-in to learn more about the partner products shown throughout the home.”*

Life|ware has handled tens of thousands of commands each day from visitors that are using the Dream Home's 13 Life|point™ touch panels.

"The amazing thing about Life|ware is watching how it draws our guests right to it. They gravitate to a touch panel and are amazed at the power and ease of the software," said Miller. "It gets quite a workout, and is a huge hit with the thousands of guests that visit the Dream Home every day."

The Life|ware Certified Dream Home Integrator program is available only to Life|ware dealers who meet certain criteria in addition to regular Life|ware dealer requirements. Those additional include multiple Life|ware reference installs, a professional showroom or demo home and achieving and maintaining a five star quality rating from its customers.

"This program is reserved for our best dealers," said Cashman. "These are solid leads that require integrators who are as committed to quality as we are."

Dealers will be able to sign up to become Life|ware Certified Dream Home Integrator at CEDIA EXPO 2008. Once accepted into the program, dealers will also receive marketing program assistance from Life|ware.

For more information, logos and images, please visit www.life-ware.com.

About Life|ware

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

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