



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

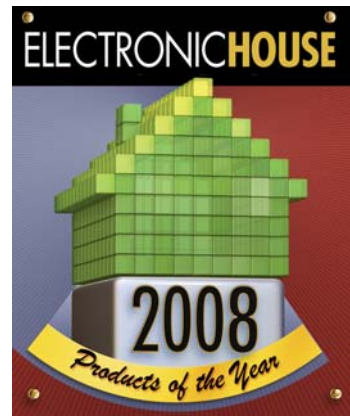
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LIFE|WARE v. 2.0.4 with LIFE|WARE VISUAL PROJECT WINS THIRD CONSECUTIVE EH PRODUCT OF THE YEAR AWARD

Continued innovation with digital entertainment and automation solution makes it three-in-a-row in annual Electronic House competition

COLUMBUS – July 10, 2008 – Electronic House magazine today announced that Life|ware v.2.0.4 with Life|ware Visual Project has been selected as a winner of a 2008 Product of the Year award.

“We’ve always known that we have something special with Life|ware,” said Steve Cashman, Life|ware’s Chief Strategy Officer. *“It’s just great to have industry experts take a good hard look at our product and come to the same conclusion.”*



Life|ware is a unique digital control solution that runs on the Windows Media Center platform. Much more than the sum of its hardware and software parts, Life|ware represents a lifestyle where technology works with a user to accommodate his or her every need. Life|ware represents a breakthrough in how people interact with technology to enhance everyday life and conveniences. From personalized in-room settings to lighting, music and home theater solutions, Life|ware allows a user to build a digital home one step at a time, all while providing a simple and intuitive way to manage and integrate everything.

Chosen by the editors of EH Publishing four magazines, the Product of the Year awards are based on *“reviews we ran throughout the year, product demos, and talking with the installers and users of the products. New products are judged on the promise of features that we feel will be great ... Topping our list of criteria is technological innovation, combined with overall value—and just plain outstanding features.”*

“More and more dealers are realizing that Life|ware is a great solution to build a business on,” Cashman added. *“This latest run of awards really validates that.”*

Life|ware was also selected as a Product of the Year in 2006 and 2007. In 2008, Life|ware won CES Innovation awards and is a finalist for the pending CEDIA Best New Technology award.

For more information on Life|ware, 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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For digital images log on to www.life-ware.com/np_press_resources.php

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