



DIGITAL ENTERTAINMENT
AND AUTOMATION™

PRESS RELEASE

Contact: Caster Communications, Inc. at 401.792.7080

MIKE SEAMONS DEPARTS LIFE|WARE, JOINS MICROSOFT

Director of Operations Bret Fitzgerald assumes role of Vice President of Marketing.

Columbus, OH – April 2, 2008 – Life|ware™ announced that Vice President of Marketing Michael S. Seamons left the company, effective March 26, 2008, to join the product marketing team in the eHome division at Microsoft Corp.

Seamons, who had been with Life|ware from its inception in 2004, helped build the Life|ware brand from scratch in the CEDIA channel and beyond, serving as the face of the company to the press. In the process, he emerged as a leading industry expert on Microsoft Windows® Media Center, upon which the groundbreaking Life|ware digital entertainment and automation platform is based.

“We will miss Mike’s energy, enthusiasm and boundless drive to evangelize Life|ware,” said Seale Moorer, CEO and founding partner of Life|ware. *“Mike played a major role in our effort to firmly establish the Life|ware brand, philosophy and product line among dealers, consumers, manufacturing partners, the media and the industry at large.”*

Life|ware views 2008 with great optimism. The company, with more than 100 employees and growing, is shipping its full line of products to an expanding network of dealers and installers, and recently revealed that it has topped the 1,000-licensee mark. Life|ware has partnered with Disney, along with Microsoft, HP and Taylor Morrison Homes, in the design and development of the new Disney Innoventions Dream Home, a 5,000+ sq. ft. home scheduled to open in May as an exciting new attraction at Disneyland in California.

“It has been a tremendous ride,” said Seamons. *“As I move on to another big challenge, I leave behind a company that is better positioned for great things than ever before. Life|ware has entered a phase now that goes beyond brand-building, where the focus has rightly shifted to supporting the 600-plus dealer network we’ve built and the homeowners whose lives are enriched by our products every day. This company is fully prepared and eager to tackle the new and exciting challenges that lie before it.”*

Replacing Seamons as Life|ware's Vice President of Marketing is Bret W. Fitzgerald, who has played a key role with Life|ware for the last two years as the company's Director of Operations. In that role, he was responsible for developing and implementing strategies regarding daily operations, and was heavily involved with business development, marketing and training.

Fitzgerald started his career in Marketing and previously worked as an associate at Snapp Norris Group public relations agency representing various high-tech firms. In 2005, he joined Vantage Controls as its Director of Public Relations and Marketing before joining Life|ware in April 2006. Fitzgerald is a graduate of Brigham Young University with a degree in Communications (Public Relations emphasis).

"We are highly confident about entrusting our marketing program to Bret," said Moorer. "His organizational and operational strengths, along with his vast knowledge of the electronics marketplace and keen management skills, result in a unique skill set that I expect will serve us very well."

"I am tremendously excited about Life|ware's bright future and all the opportunities ahead," said Fitzgerald. "The Life|ware brand has definitely been established and I look forward to expanding that brand to both consumers and dealers alike."

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, Life|ware combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

Press Contact: Caster Communications, Inc. at 401.792.7080
Kimberly Lancaster klancaster@castercomm.com
Nick Brown nbrown@castercomm.com
Lauren Simmen lsimmen@castercomm.com
For digital images log on to www.castercomm.com

All product and company names referred to herein may be trademarks of their respective owners.