



FOR IMMEDIATE RELEASE

AMBIENT JOINS THE GRIDWISE ALLIANCE

*Promoting Efficiency and Modernization of the U.S. Distribution Grid
with Smart Grid Technology*

Boston, MA, August 14, 2007 - Ambient Corporation (OTCBB: ABTG), a leader in Broadband over Power Lines (BPL) solutions, today announced that it has joined the GridWise™ Alliance.

Founded in 2003, the GridWise Alliance is a consortium of public and private stakeholders who are aligned around the vision of a transformed electric system. The Alliance members recognize that emerging energy and information technologies have the potential to radically improve the efficient use of the nation's energy system. New technologies such as smarter meters, automated distribution systems, demand response, thermal and battery storage when carefully woven together with an IT overlay, can bring tremendous value to utilities and consumers alike.

John J. Joyce, President and CEO of Ambient, stated, "As the U.S. is forced to deal with global environmental issues and its aging electrical infrastructure, Smart Grid technologies promoted by the GridWise Alliance will have to be implemented on a national scale. For more than eight years, Ambient has committed to providing utilities with Smart Grid communications through BPL technology."

"The Alliance is pleased to have Ambient Corporation join our growing membership," said Steve Hauser, President of the GridWise Alliance. "Our vision is beginning to take root with significant new initiatives included in new energy legislation currently being discussed in Congress. Communication technologies are clearly a foundational element of the smart grid."

Continued Mr. Joyce, "Ambient's BPL communications network, overlaid on the distribution grid, gives utilities the ability to increase efficiency and reliability by affording a real-time picture of grid wide current and voltage levels while enabling utilities to communicate with and control smart devices. This two-way communication supports a wide variety of customer service and energy delivery applications such as time-of-use rates, demand response, and utility asset management. Ambient is proud to join such a distinguished group of companies working to make our shared vision a reality."

About Ambient Corporation

Ambient Corporation is a pioneer in the Broadband over Power Lines (BPL) industry. Engaged in the design, development and marketing of patented BPL equipment and technologies, Ambient's proprietary technology and in-depth industry experience is designed to provide optimal solutions

for the Utility and In-premise markets, utilizing its Smart Grid capabilities. Headquartered in Newton, MA, Ambient is a publicly traded company (OTC BB: ABTG). Visit Ambient at www.ambientcorp.com.

This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business and our industry, and that reflect our beliefs and assumptions based upon information available to us at the date of this release. We caution readers that forward-looking statements are predictions based on our current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a number of factors, including but not limited to, changes in economic conditions generally and the broadband over power lines ("BPL") market specifically, changes in technology, legislative or regulatory changes that affect us, the availability of working capital, changes in costs and the availability of goods and services, the introduction of competing products, changes in our operating strategy or development plans, our ability to attract and retain qualified personnel, and changes in our acquisition and capital expenditure plans, and the risks and uncertainties discussed under the heading "RISK FACTORS" in Item 1 of our Annual Report on Form 10-KSB for the fiscal year ended December 31, 2006, and in our other filings with the Securities and Exchange Commission. We undertake no obligation to revise or update any forward-looking statement for any reason.

Ambient is a trademark of Ambient Corporation registered in the U.S. Patent and Trademark Office.

MEDIA

CONTACT:

Ambient Corporation

Anna E. Croop

Director of Corporate Communications

(617) 614-6739

acroop@ambientcorp.com