



FOR IMMEDIATE RELEASE

ARI Network Services, Inc. Announces Pricing Of Underwritten Offering Of Common Stock And Provides Preliminary Third Quarter Results

MILWAUKEE, Wis. — May 7, 2015 – ARI Network Services, Inc. (“ARI” or the “Company”) (NASDAQ: [ARIS](#)), an award-winning provider of data-driven software tools and marketing services that help dealers, distributors, and manufacturers Sell More Stuff!™, today announced that it has priced an underwritten offering of 1,530,435 shares of its common stock at a price of \$3.00 per share. In addition, ARI has granted the underwriter a 30-day option to purchase up to 229,565 additional shares of common stock to cover over-allotments, if any. The offering is expected to close on or about May 12, 2015, subject to satisfaction of customary closing conditions.

The total gross proceeds of the offering are expected to be approximately \$5.3 million. After deducting the underwriter’s discount and other estimated expenses payable by ARI, the net proceeds to the Company are expected to be approximately \$4.7 million. These amounts assume full exercise of the underwriter’s over-allotment option. ARI intends to use the net proceeds from the offering to invest in or to acquire, from time to time, businesses that align with ARI’s core acquisition strategy, to repay the outstanding balance of \$1,750,000 on its line of credit which was incurred in connection with its recent acquisition of the assets of TASC0 Corporation, thus making it fully available for additional transactions, and for general corporate purposes.

Craig-Hallum Capital Group LLC acted as sole underwriter for the offering.

The shares are being offered pursuant to an effective shelf registration statement on Form S-3 that was previously filed with the Securities and Exchange Commission (SEC). The securities may be offered only by means of a prospectus. The prospectus supplement related to the offering has been filed with the SEC and is available on the SEC’s website located at www.sec.gov and may also be obtained from Craig-Hallum Capital Group, 222 South Ninth Street, Suite 350, Minneapolis, MN 55402, telephone 612.334.6300, email: prospectus@chlm.com.

Fiscal Year 2015 Third Quarter Preliminary Results

The Company is in the process of finalizing its results for the third quarter of fiscal 2015. The Company estimates revenue for the quarter will be in the range of \$10.1 million to \$10.3 million and earnings per share (EPS) in the range of \$0.01 to \$0.02.

This unaudited preliminary financial data is based on the Company’s estimates and subject to completion of the Company’s final closing procedures. These data have been prepared solely on the basis of currently available information by, and are the responsibility of, management. This preliminary



financial information is not a comprehensive statement of the Company's financial results for the third quarter, and the Company's actual results may differ materially from these estimates due to the completion of its financial closing procedures, final adjustments, and other developments that may arise between now and the time the closing procedures for the quarter are completed.

This press release shall not constitute an offer to sell, or the solicitation of an offer to buy, nor may there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: ARIS) offers an award-winning suite of data-driven software tools and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 17 million active part and accessory SKUs and 750,000 equipment models. Business is complicated, but we believe our customers' technology tools don't have to be. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, home medical equipment, recreational vehicles and appliance industries. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit investor.arinet.com.

Additional Information

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Read more about ARI: investor.arinet.com/about-us

Notice Regarding Forward-Looking Statements

Certain statements in this news release contain "forward-looking statements" regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933. All statements other than statements of historical facts are statements that could be deemed to be forward-looking statements. These statements are based on current expectations, estimates, forecasts, and projects about the markets in which we

operate and the beliefs and assumptions of our management. Words such as “expects,” “anticipates,” “targets,” “goals,” “projects”, “intends,” “plans,” “believes,” “seeks,” “estimates,” “endeavors,” “strives,” “may,” or variations of such words, and similar expressions are intended to identify such forward-looking statements. Readers are cautioned that these forward-looking statements are subject to a number of risks, uncertainties and assumptions that are difficult to predict, estimate or verify. Therefore, actual results may differ materially and adversely from those expressed in any forward-looking statements. Such risks and uncertainties include those factors described in Part 1A of the company’s most recent annual report on Form 10-K, as such may be amended or supplemented by subsequent quarterly reports on Form 10-Q, or other reports filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements. For more information, please refer to the company’s filings with the Securities and Exchange Commission.

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