



For Immediate Release

For more information, contact:

Cheryl Pabich, Director of Marketing

Phone: (414) 973-4426

Email: Pabich@arinet.com

Investor Contact:

Joe Dorame, Robert Blum, Joe Diaz

Lytham Partners, LLC

Phone: (602) 889-9700

Email: aris@lythampartners.com

**ARI's FootSteps™ Lead Management Solution Selected by UVS Junction to help its Website Customers
Accelerate Sales and Profitability**

Milwaukee, Wis., January 12, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), provider of the award-winning lead management tool FootSteps™, today announced that UVS Junction, LLC and ARI have signed a multi-year reseller agreement. Under the terms of this agreement, ARI and UVS will integrate their products, and UVS will resell FootSteps Essentials and Professional to its current and future customers.

"The integration of FootSteps with our website platform provides our dealers with a powerful one-two punch," says Angie Cellucci, Founder and Director of UVS Junction. "UVS sites help dealers generate qualified sales opportunities, and FootSteps helps dealers nurture these opportunities and convert more leads into sales. The word 'Junction' in our corporate name means 'to connect'. After an extensive search for a company that would help us provide the perfect connection, we made the decision to team up with ARI. We are excited to launch this new relationship and bring FootSteps to our customers and to the RV community at large."

"In the complex world of eCommerce, dealers will benefit from an end-to-end solution that meets their eCommerce, lead management and end-user experience needs," says Roy W. Oliver, President and Chief Executive Officer at ARI. "ARI is pleased to announce its strategic alliance with UVS. Our lead management expertise combined with UVS' Web platform delivers a superior solution for our mutual prospects and customers."

"At ARI, we are committed to identifying and collaborating with other providers to deliver integrated solutions that help dealers profitably grow their business," says Jon Lintvet, Chief Marketing Officer & Vice President of Product at ARI. "UVS was looking for a new lead management solution to replace its current offering and best support its customers' growing business needs. FootSteps provides UVS and its customers with a proven solution, already in use by many of the most respected names in the RV industry, and one that uniquely supports the RV industry and UVS' customers 'off the shelf'."



FootSteps Essentials is an affordable, easy-to-use lead management solution. It helps dealers convert more opportunities into sales by automating a consistent lead nurturing and communication strategy and efficiently managing the sales process. FootSteps Professional is a more feature-rich version of the award-winning solution primarily designed to support the more expansive needs of dealers with multiple locations, many users, and multiple user roles.

Dealers attending the 2012 Stag-Parkway distributor show, January 16-18, at the Mirage in Las Vegas, will have the opportunity to meet with UVS (Booth 918) and Bob McCann, Director of Education at ARI. McCann will share his 'tips from the trenches' with attendees that will help them save time, get the most out of their FootSteps integration, help grow their business, and forge ahead of the competition.

About UVS Junction, LLC

UVS Junction, LLC, Winter Springs, Fla, is a leading provider of website software and development, including inventory and lead management solutions, to the RV Industry. Owners Angela and Claudio Cellucci have been part of the RV Industry for more than 25 years. UVS Junction serves more than 160 RV dealers, representing approximately 250 locations. For more information on UVS Junction, please visit www.uvsjunction.com

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About ARI

ARI Network Services (OTCBB: ARIS) is a leading innovator of SaaS solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Solutions include eCommerce-enabled websites, lead generation/lead management services, search engine marketing, and electronic catalogs (parts, garments, and accessories).

ARI markets its products and services through multiple sales channels and geographic markets, and currently serves approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in more than 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also maintains sales and service operations in the Netherlands, serving the EMEA and APAC markets.

For more information on ARI, please visit our Website at www.arinet.com.

Private Securities Litigation Reform Act

Statements in this news release that are not of a historical nature are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. The forward-looking statements can generally be identified by words such as "believes," "anticipates," "expects" or words of similar meaning. Forward-looking statements also include statements relating to the Company's future performance, such as future prospects, revenues, profits and cash flow. The forward-looking statements are subject to risks and uncertainties, which may cause actual results to be materially different from any future performance suggested in the forward-looking statements. Such risks and uncertainties include those factors described in Part 1A of the Company's annual report on Form 10-K for fiscal year ended July 31, 2011, filed with the Securities and Exchange Commission earlier today. 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.