

Leading RV Manufacturer Selects ARI's Lead Management Product for Dealer Network

FootSteps™ Channel Connect will help manufacturer effectively capture, convert and nurture leads

Milwaukee, Wis., February 26, 2014 – ARI Network Services ([ARI](#)) (NASDAQ: [ARIS](#)) announced today that a leading recreational vehicle manufacturer has selected ARI to provide FootSteps™ Channel Connect to its approximately 1,000 dealers throughout the U.S. and Canada to electronically capture, track and nurture all in-store customer visits, inbound/outbound sales calls and Internet leads.

The manufacturer was seeking a cloud-based lead management solution to replace its existing in-house system which only allowed limited lead management functionality. ARI's FootSteps Channel Connect will be deployed to provide the manufacturer and its dealers with an easy-to-use lead management solution to convert more shoppers into buyers. When consumers visit the manufacturer website to request a catalog, configure an RV or request more information, FootSteps Channel Connect will automatically assign the lead to the nearest dealership and then automate the follow-up, scheduling and management reporting to increase sales conversion rates.

"We're pleased to add yet another leading RV manufacturer to the growing number of OEMs using FootSteps Channel Connect to help its dealer network Sell More Stuff!™," said Brad Smith, ARI's Vice President of Product Management. "Our tool places the manufacturer in the driver's seat and provides them complete visibility and control of every single lead."

About ARI

ARI Network Services, Inc. ([ARI](#)) (NASDAQ: [ARIS](#)) offers award-winning eCommerce and eCatalog platforms, lead management tools and digital marketing services that 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 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. 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 inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, durable medical equipment, recreational vehicles and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers 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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