



For Immediate Release

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ARI Unveils New Investor Relations Website

Milwaukee, Wis., April 17, 2013 – ARI Network Services (OTCBB: ARIS), a leader in creating, marketing, and supporting software, SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today the launch of its new Investor Relations website.

The new site is designed to provide customers, shareholders and prospective investors with an easy-to-navigate overview of ARI’s business and essential investment-related information.

“As a rapidly growing, profitable publicly traded company, ARI has an exciting story to share,” said Roy W. Olivier, President and CEO of ARI. “Having had the opportunity to meet with many current and prospective investors, it is clear that they are interested in having a better understanding of our markets, customers, business model and performance,” added Olivier. “Our new site answers many of these questions in a straightforward and intuitively visual way. We believe that it will be the cornerstone of our conversations going forward.”

ARI’s new Investor Relations site includes the latest company news, financial performance trends and history, key governance information, and stock information, including OTC Real Time Level 2 quotes. To access, visit www.investor.arinet.com.

“We are committed to providing our customers, shareholders and future investors with timely and accurate information that is accessible and actionable,” said Darin Janecek, Chief Financial Officer of ARI. “The new site accomplishes this objective through new content, intuitive navigation and a mobile-optimized design.”

ARI

About ARI

ARI Network Services, Inc. ("ARI") creates award-winning software-as-a-service ("SaaS") and data-as-a-service ("DaaS") solutions that help equipment manufacturers, distributors and dealers in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary library of enriched original equipment and aftermarket content that spans more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories ("PG&A") for customers in automotive tire and wheel, powersports, outdoor power equipment, marine, RV 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!™.

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 annual report on Form 10-K for fiscal year ended July 31, 2012, 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.