



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

Jayco Selects ARI's FootSteps™ Channel Connect for Dealer Network
Lead management to capture, connect and convert browsers into buyers

Milwaukee, Wis., April 24, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), a leading provider of SaaS and DaaS solutions that connect consumers, dealers, distributors and manufacturers in the outdoor power, powersports, marine, RV and appliance markets, announced today that Jayco, Inc., the world's largest privately-held manufacturer of recreation vehicles, has licensed FootSteps™ Channel Connect. Under the license, FootSteps Channel Connect will be used by Jayco's corporate staff and by Jayco's three operating divisions (Jayco RV, Starcraft RV and Entegra Coach) and its more than 400 dealers.

FootSteps Channel Connect, ARI's lead management solution for manufacturers, affordably enables OEMs to consolidate, monitor, measure and manage lead activities across distribution channels. With FootSteps Channel Connect, an OEM's dealers are provided with a free, easy-to-use lead management solution that connects to the channel. This approach is designed to help the OEM and its dealers convert more opportunities into sales by automating a consistent lead nurturing and communications strategy and efficiently managing the sales process.

"Jayco is committed to providing the greatest degree of customer satisfaction possible," said Sid Johnson, Director of Marketing at Jayco, Inc. "To accomplish that, we needed to provide our dealerships with a lead management solution that makes it easy for them to capture, follow up, and nurture leads through the sales process and beyond. FootSteps Channel Connect does that and more," added Johnson. "Not only does FootSteps Channel Connect automate the follow-up process for us and our dealers, we believe it will help our dealers convert more leads into sales and build lifelong relationships with customers."

"FootSteps Channel Connect addresses the uncertainty that so many manufacturers experience today after sending leads to their authorized dealerships," said Jon Lintvet, Chief Marketing Officer and Vice President of Product. "Simply put, manufacturers take a Leap of Faith that their dealers will



respond in a timely manner, follow up and ultimately convert leads into sales. FootSteps eliminates that uncertainty,” added Lintvet. “We’re confident that FootSteps will help Jayco dealers exceed buyers’ expectations by delivering an immediate response to every lead, resulting in more leads converted to sales.”

About Jayco, Inc.

Jayco, Inc., located in Middlebury, Ind., was founded in 1968 and is the world’s largest privately-held manufacturer of recreation vehicles. Today, Jayco has more than 1,800 employees and the Jayco, Starcraft and Entegra Coach divisions manufacture and market RVs worldwide under more than 20 nameplates.

For more information on Jayco, call 1 (800) RV-JAYCO or visit their Website www.jayco.com.

About ARI

ARI Network Services (OTCBB: ARIS) is a leading innovator of Software as a Service (SaaS) and Data as a Service (DaaS) 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, 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.