



**FOR IMMEDIATE RELEASE**

**Keystone RV Company Selects ARI as Preferred Dealer Website and Digital Marketing Services Provider**

**Milwaukee, Wis., June 2, 2016** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that it has signed an agreement with Keystone RV Company, a leading manufacturer of Travel Trailers, Fifth Wheels and Toy Haulers in North America, to offer its network of more than 1,000 dealers in the U.S. and Canada dealer websites and digital marketing services.

As a preferred provider, ARI will offer Keystone RV dealers special package pricing and discounts on ARI solutions, including dealer websites, digital marketing services, its mobile inventory app and more.

“Today’s tech-savvy RV buyers expect on-demand access to the information they are looking for,” said Jim Mac, Keystone RV Director of Communications. “We’re confident that ARI’s RV dealer-focused website, digital marketing solutions and in-depth knowledge of the Keystone product lines will enable our dealers to provide buyers with a user-friendly experience to drive more visitors to their website, capture more leads and sell more Keystone RVs.”

Fully optimized for search engines and mobile browsing, ARI’s RV dealer websites offer industry-specific features including enriched OEM and aftermarket brochures and parts catalogs, a merchandise manager that allows dealers to display their inventory, service scheduling tools and eCommerce functionality. ARI’s award-winning digital marketing services packages are designed to uniquely meet the needs of today’s RV dealer.

“We’re excited to have been chosen as the preferred provider of dealer websites and digital marketing services by Keystone RV Company,” said Roy W. Olivier, ARI President and CEO. “Our solutions are designed to help dealers meet the demands of the growing population of digital-first shoppers and to effectively and efficiently manage their online presence to grow their business.”

Dealers interested in learning more should visit [www.arirecreationalvehicles.com](http://www.arirecreationalvehicles.com) or call 800.755.6040.

**About ARI**

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers an award-winning suite of SaaS, 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](http://investor.arinet.com).

### **About Keystone RV Company**

Keystone RV Company is a leading manufacturer of Travel Trailers, Fifth Wheels and Toy Haulers in North America. Keystone RVs available in all types and sizes of towables. From ultra light weight travel trailers that can be towed by the new fuel-efficient cross over vehicles and smaller pickup trucks to luxurious fifth wheels. Keystone has 1,000 dealer locations throughout the U.S. and Canada and manufacturing facilities in Indiana and Oregon to better serve the needs of RV enthusiasts. For more information on Keystone RV, visit [keystonerv.com](http://keystonerv.com).

### **Additional Information**

- Follow @ARI\_Net on Twitter: [twitter.com/ARI\\_Net](https://twitter.com/ARI_Net)
- Become a fan of ARI on Facebook: [www.facebook.com/ARInetwork](http://www.facebook.com/ARInetwork)
- Join us on G+: [plus.google.com](https://plus.google.com)
- LinkedIn: [www.linkedin.com](http://www.linkedin.com)
- Read more about ARI: [investor.arinet.com/about-us](http://investor.arinet.com/about-us)

### **Images for media use only**

[ARI Logo Hi Res](#) | [ARI Logo Low Res](#)

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