

For Immediate Release

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**ARI Expands Presence in the Agricultural Equipment Market;
Kuhn Krause, Inc. Selects PartSmart®, PartSmart Web® and Warranty Smart™ for Dealer Network**

MILWAUKEE, July 26, 2011 – ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions that help dealers, distributors and manufacturers in selected vertical markets increase revenue and reduce costs, announced today that Kuhn Krause, Inc. has licensed PartSmart®, PartSmart Web®, PartSmart Cart™ and WarrantySmart™ for use by its dealer network.

Under the agreement, Kuhn Krause's complete line of products, including attachments, chisels, disc harrows, field cultivators, and grain drills will be available to authorized dealers.

- Dealers using PartSmart Web, ARI's web-based parts lookup solution, will have on-demand access to parts and pricing catalogs and support literature from the Authorized Dealer Access area of the Kuhn Krause website. In addition, PartSmart Cart, ARI's shopping cart integration, will allow dealers to place online orders 24/7.
- Dealers using ARI's PartSmart CD-based catalogs will be able to view Kuhn Krause's parts, pricing and support literature offline. PartSmart and the Kuhn Krause catalog are available through ARI as a subscription. Kuhn Krause dealers will have access to the more than 90 other manufacturer catalogs ARI publishes. In addition, PartSmart integrates with over 85 Business Management Systems, allowing dealers to check inventory, view bin locations and pick lists.
- Dealers will also be able to electronically register equipment, file warranty claims and review claim history using WarrantySmart, available in the Dealer Access area of the Kuhn Krause website.

"Our goal was to provide our dealers with a more efficient way to look up parts and place orders," said Keith Whitaker, President of Kuhn Krause. "To that end, we recognized the importance of partnering with a vendor with a proven track record. We chose ARI because we are confident that its suite of products and services will meet our current and future business requirements. We believe these easy-to-use tools will provide our dealers with the ability to increase the productivity and profitability of their Kuhn Krause sales, while meeting the customer's needs for fast and efficient parts and service support."

“Kuhn Krause joins the growing number of manufacturers and distributors who are using PartSmart and PartSmart Web to provide their dealers with easy access to the most up-to-date parts, pricing and support information available,” said Roy W. Olivier, President and Chief Executive Officer at ARI. “Combining both solutions will enable Kuhn Krause dealers to increase efficiency, drive sales and increase profits.”

About Kuhn Krause, Inc.

Kuhn Krause, Inc., a self-standing company of the Kuhn Group, specializes in the design, manufacture and marketing of primary and secondary tillage equipment and grain drills focused on the high horsepower professional farmer. Kuhn Krause has grown to a leadership position in its market segments and recently entered many new and significant global markets, including Russia, Ukraine and Australia.

For more information, please visit www.kuhnkrause.com

About ARI

ARI Network Services, Inc. (OTCBB: ARIS) was incorporated in Wisconsin in 1981 and is a leading innovator of products and solutions that serve several vertical markets with a focus on the outdoor power, power sports, marine, RV, and appliance segments. Products and services 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 serving approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in over 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also has a sales and service office in the Netherlands serving the EMEA and APAC markets.

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