



FOR IMMEDIATE RELEASE

Global Outdoor Recreation Products Manufacturer Selects ARI's PartStream®
Manufacturer to launch online parts lookup solution for two leading marine brands

Milwaukee, Wis., Jan. 26, 2015 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that a manufacturer of market-leading outdoor recreation products has selected PartStream®, ARI's award-winning illustrated parts lookup solution, to power the online parts shopping experience on the websites of two of its flagship marine brands.

The \$400 million international company was seeking a solution to offers its dealers and consumers the ability to quickly and easily look up replacement parts online. PartStream will deliver the manufacturer's site visitors an intuitive user experience that makes it simple to quickly identify the right part using a quick search tool, intuitive illustrations and parts listings.

"We're pleased to add yet another globally-recognized manufacturer to the growing number of OEMs using PartStream to streamline the online replacement parts lookup experience," said Brad Smith, ARI's Vice President of Product Management. "Creating an intuitive user experience can be a real challenge for manufacturers, but by leveraging ARI's award-winning, illustrated parts lookup solution, this manufacturer will be able offers its customers a best-in-class experience that will boost customer satisfaction and should ultimately increase replacement parts sales."

PartStream can easily be added to an existing website and offers shopping cart integration to fuel eCommerce sales. Part numbers and descriptions are automatically indexed for search engine optimization, making it easy for buyers to find and purchase parts online.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: ARIS) offers an award-winning suite of data-driven 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.



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