



FOR IMMEDIATE RELEASE

World-Class Boat Manufacturer Selects ARI for Corporate Website Redesign

Milwaukee, Wis., April 23, 2015 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that a leading manufacturer of yachts and sport boats has selected ARI to execute on the redesign of its consumer-facing website.

Using cutting-edge methodologies, ARI will deliver upon the manufacturer’s goal to immerse visitors in an engaging, interactive brand experience which translates seamlessly across desktop, tablet and mobile platforms, while increasing opportunities for lead generation throughout the site.

The three-year contract expands the manufacturer’s current relationship with ARI, building on the successful launch of ARI’s lead management system, FootSteps® Channel Connect, in early 2015, which allows the manufacturer to automate the distribution of leads generated by its corporate website to its dealer network.

“We’re excited to have the opportunity to collaborate with this industry-leading manufacturer to design, develop and deploy a best-in-class consumer website,” said David Valentine, ARI Executive Director – Strategic Business Development. “By creating an intuitive user experience that guides shoppers through an engaging product experience, we will create an online destination that truly represents the manufacturer’s brand story and ultimately drives more leads throughout the entire dealer network.”

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.



Additional Information

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