



**For Immediate Release**

**For more information, contact:**

Cheryl Pabich, Director of Marketing  
Phone: (414) 973-4426  
Email: [Pabich@arinet.com](mailto:Pabich@arinet.com)

**Investor Contact:**

Joe Dorame, Robert Blum, Joe Diaz  
Lytham Partners, LLC  
Phone: (602) 889-9700  
Email: [aris@lythampartners.com](mailto:aris@lythampartners.com)

**Oscar Wilson Engines & Parts Selects ARI PartStream™ for Dealer Network**

*ARI's PartStream™ Added to Dealer Portal to Improve Online Parts Lookup and Ordering*

Milwaukee, Wis., September 4, 2012 – ARI Network Services, Inc. (OTCBB: ARIS), a leader in creating, marketing, and supporting SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today that Oscar Wilson Engines & Parts of O'Fallon, Mo., one of the largest distributors in the outdoor power industry, has selected ARI's PartStream™.

Under the agreement, PartStream will be integrated with Oscar Wilson's dealer portal to provide their 3,500 authorized dealers and retailers with secured access to look up and order OEM parts online for the leading outdoor power manufacturers, including AYP, Briggs & Stratton, Honda Engine, Hydro-Gear, MTD, Poulan, Troy-Bilt, Subaru Industrial Power, and TecumsehPower. In addition, PartStream will be integrated with Oscar Wilson's shopping cart.

"Currently, our parts lookup system is PDF-based and as a result is not easy for our dealers to use. It also requires hundreds of manhours a month to manage and update," said Steven Purdy, President of Oscar Wilson. "Our goal for our new lookup system was to provide our dealers with a more robust parts lookup and streamlined ordering system and free up our team to focus on other projects. After seeing PartStream, we knew we had found the perfect solution," added Purdy. "Since PartStream displays the same content as ARI's PartSmart® product, which many of our dealers use today, we're confident that they will welcome the addition to our dealer portal and quickly begin realizing the efficiencies."

PartStream is an illustrated parts lookup application that seamlessly adds eCommerce-enabled OEM parts lookup to any website. PartStream is easily configurable and allows manufacturers, distributors and dealers to tailor the appearance to match their website and branding image to their online marketing efforts.



“Oscar Wilson joins the growing number of outdoor power distributors and manufacturers using PartStream to provide their dealers with access to accurate, up-to-date parts information and online ordering,” said Jeff Horn, Vice President of Global Sales at ARI. “We welcome the opportunity to work with Oscar Wilson to help their dealers improve productivity, increase customer satisfaction and drive profits.”

### **About Oscar Wilson Engines and Parts**

Oscar Wilson was established in 1955 as a supplier of original equipment parts to the air cooled engine and outdoor power equipment industries. Today, they distribute parts for many of the leading outdoor power manufacturers, including AYP, Bobcat Mowers, Big Dog Mowers, Briggs & Stratton, Carlisle Tires, Carlton, Champion, Dana, Foote, Hydro-Gear, Kohler, MTD, Maruyama, Murray, Oregon, Peerless, Poulan, Ryan Turf Renovation, Tecumseh Power and Walbro to dealers and retailers in Missouri, Illinois, Indiana, Iowa, Kansas, Nebraska and Arkansas.

For more information on Oscar Wilson Engines and Parts, please visit [www.oscar-wilson.com](http://www.oscar-wilson.com).

### **About ARI**

ARI Network Services, Inc. (“ARI” or the “Company”) is a leader in creating, marketing, and supporting software, software as a service (“SaaS”) and data as a service (“DaaS”) solutions that enhance revenue and reduce costs for our customers. Our innovative, technology-enabled solutions connect the community of consumers, dealers, distributors, and manufacturers to help our customers efficiently service and sell more whole goods, parts, garments, and accessories (“PG&A”) worldwide in selected vertical markets that include power sports, outdoor power equipment, marine, and white goods. We estimate that approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

For more information on ARI, please visit [www.arinet.com](http://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.*