

FOR IMMEDIATE RELEASE

**50 Below, an ARI Company, Announces Major Upgrade of Its Award-Winning Website Platform for Automotive Tire & Wheel Dealers**

*Market Leader Expands Offering with Powerful Mobile, Quote and Search Enhancements to Help Dealers Sell More Stuff!™*

**Milwaukee, Wis., May 29, 2013** – ARI Network Services (OTCBB: [ARIS](#)), a leading provider of website, software and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, announced today the release of a major upgrade to its website platform used by automotive tire and wheel dealers.

“As the market leader of dealer website solutions for independent tire and wheel dealers, it’s critical we deliver exceptional products to our customers. This is consistent with ARI’s core [P.R.I.D.E](#) values and our commitment to rapid innovation,” said Roy W. Olivier, President and CEO of ARI. “This release supports the unique needs of these dealers and dramatically improves the overall usability and effectiveness of the websites. Upgrades to the mobile shopping and purchase experience, streamlined quote and service requests, and new tire and wheel comparison shopping and packaging will help dealers generate more online and in-store sales,” added Olivier.

Highlights of the upgrade include:

**Empowering Consumers on Mobile Devices to Research and Buy Online**

ARI expanded the website platform’s mobile compatibility to include real-time pricing by location, browsing services by location, and the ability to either schedule an appointment or request a quote by phone or online.

**New Quote and Service Request Options Make it Easier for Consumers to Request More Information**

Enhanced quote and service forms display real-time pricing for tires, wheels and installation, as applicable, and automatically add all of the pertinent vehicle fitment data to the service request. Additionally, consumers can schedule service and request quotes directly from the shopping cart. Both enhancements are designed to reduce the amount of information consumers are required to enter manually, and increase quote and service requests.

**Powerful Tire and Wheel Comparison and Packaging Options Generate More Sales**

An enhanced vehicle look-up option enables consumers to quickly find and compare wheels and tires for their car, truck, or SUV. The new “Wheels to Fit” and “Tires to Fit” options make it easier for consumers to custom-bundle products. Additionally, dealers are able to feature their most profitable brands to their consumers with smart website management tools, resulting in higher quote values and greater revenue per sale.

# ARI

“We are committed to providing our customers with solutions that meet the growing demands of consumers,” said Jon M. Lintvet, Chief Marketing Officer and Vice President of Product of ARI. “We are confident that this release, as well as additional planned upgrades coming soon, will help our dealers differentiate themselves in the marketplace and sell more products and services online and in-store.”

## **About ARI**

ARI Network Services, Inc. (“ARI”) creates award-winning software-as-a-service (“SaaS”) and data-as-a-service (“DaaS”) solutions that help more than 2,100 independent automotive tire and wheel dealers spanning over 3,400 retail locations Sell More Stuff!™ — online and in-store.

We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories (“PG&A”) for customers in select vertical markets, including the automotive tire and wheel, powersports, outdoor power equipment, marine, RV and appliance industries. A proprietary library of enriched, original equipment and aftermarket content powers our innovative products. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our eCatalog and Website platforms to increase service revenue, online sales and generate leads. For more information on ARI, please visit the company’s investor relations website at [www.investor.arinet.com](http://www.investor.arinet.com).

## **Additional Information**

- Follow @ARI\_Net on Twitter: [www.twitter.com/ARI\\_Net](http://www.twitter.com/ARI_Net)
- Become a fan of ARI on Facebook: [www.facebook.com/ARINetwork](http://www.facebook.com/ARINetwork)
- Read more about ARI: [www.investor.arinet.com/about-us](http://www.investor.arinet.com/about-us)

(Jon M. Lintvet Photo: [http://arinet.com/images/uploads/press\\_release\\_images/JonLintvet.jpg](http://arinet.com/images/uploads/press_release_images/JonLintvet.jpg))

(ARI Logo: [http://arinet.com/images/uploads/press\\_release\\_images/NewLogoTransparency\\_Black.jpg](http://arinet.com/images/uploads/press_release_images/NewLogoTransparency_Black.jpg))

(Product Screenshot: [http://arinet.com/images/uploads/press\\_release\\_images/581\\_ProductImage.jpg](http://arinet.com/images/uploads/press_release_images/581_ProductImage.jpg))

## **Forward-Looking Statements**

Certain statements in this news release contain “forward-looking statements” regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933. All statements other than statements of historical facts are statements that could be deemed to be forward-looking statements. These statements are based on current expectations, estimates, forecasts, and projects about the markets in which we operate and the beliefs and assumptions of our management. Words such as “expects,” “anticipates,” “targets,” “goals,” “projects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “endeavors,” “strives,” “may,” or variations of such words, and similar expressions are intended to identify such forward-looking statements. Readers are cautioned that these forward-looking statements are subject to a number of risks, uncertainties and assumptions that are difficult to predict, estimate or verify. Therefore, actual results may differ materially and adversely from those expressed in any 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, 2012, filed with the Securities and Exchange Commission. 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.

## **For More Information, contact**

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