

Leading Motorcycle Parts Manufacturer Selects ARI to Connect Dealer and Distributor Network Worldwide

Solution will help manufacturer increase sales, improve customer satisfaction and streamline operations

Milwaukee, Wis., July 30, 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 that a leading manufacturer in the powersports industry has selected ARI to build a web-based dealer and distributor portal.

“ARI’s solution will allow this manufacturer of high performance aftermarket parts to more effectively manage its distribution channel while improving customer satisfaction and increasing sales,” said Roy W. Olivier, President and Chief Executive Officer of ARI.

The manufacturer was seeking a web-based solution to facilitate dealer and distributor order management worldwide. ARI will provide the manufacturer, its dealers, and distributors with self-service order entry, status reports and message boards. The solution will be integrated with their ERP so users will have access to real-time product availability. Prior to choosing ARI, the manufacturer depended on multiple on-premise solutions that would not scale to meet its growth objectives.

“ARI has proven industry knowledge, breadth of experience and expertise in deploying integrated eCommerce and order fulfillment systems. This solution will scale to meet the manufacturer’s future needs and allow it to efficiently conduct business globally,” added Olivier.

About ARI

ARI Network Services, Inc. (“ARI”) (OTCBB: [ARIS](#)) creates award-winning software-as-a-service (“SaaS”) and data-as-a-service (“DaaS”) solutions that help equipment manufacturers, distributors and dealers in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary library of enriched original equipment and aftermarket content that spans more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories (“PG&A”) for customers in automotive tire and wheel, powersports, outdoor power equipment, marine, RV and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™. For more information on ARI, visit www.investor.arinet.com.

Additional Information

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- Read more about ARI: www.investor.arinet.com/about-us

(Roy W. Olivier Photo: http://arinet.com/images/uploads/press_release_images/RoyWOlivier1.png)

(ARI Logo: http://arinet.com/images/uploads/press_release_images/NewLogoTransparency_Black.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.

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