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**ARI Introduces PartStream® to the Powersports, Outdoor Power, Marine and RV Markets;
New Lookup and Online Ordering System to Enhance the Shopping Experience for Dealers' Customers**

MILWAUKEE, Feb. 14, 2011 – ARI (OTCBB:ARIS), a leading provider of technology-enabled services that help dealers, distributors and manufacturers in selected vertical markets increase revenue and reduce costs, is introducing its new, consumer-friendly lookup and online ordering system – PartStream – to the powersports, outdoor power, marine and RV markets.

Based on ARI's proven PartSmart® product and more than 30 years of experience providing content, PartStream makes the right part information available immediately and in an easy-to-use format. PartStream instantly adds seamless eCommerce-enabled OEM parts lookup to any website.

"Ordering the right part online can be a daunting task, even for the most technology-savvy consumer," says Brad Smith, Product Manager at ARI. "With PartStream, dealers' customers and prospects can identify the right part using a quick search tool, intuitive illustrations and parts listings – all within a dealer's existing website."

PartStream improves parts lookup efficiencies, thereby converting more visitors into buyers and enhancing customer satisfaction and retention to increase sales and profits. "PartStream gives customers immediate access to accurate OEM parts data and diagrams for the most popular brands, including part update history," explains Smith.

Customers can add parts to a shopping cart directly from the diagram hotspots by simply hovering over a part. They can also add a part from the part search results. "PartStream's enhanced drop-down structure enables visitors to quickly distinguish between category elements and assembly diagrams, using icons displayed within the selection menus," adds Smith.

PartStream ensures consistent, automatic OEM parts updates without any dealer intervention. In addition, parts numbers, descriptions and brands are automatically indexed for search engine optimization, making it easy for qualified buyers to find and purchase parts on ARI dealer clients' websites.

Frequently used searches are cached to increase the speed and responsiveness of PartStream. All viewed diagrams are also cached to decrease load times of parts diagrams. "PartStream includes unique URLs for every search and diagram view to support direct linking to assemblies and models," adds Smith.

PartStream is fully customizable. "Dealers can tailor the appearance of the application to match their website and branding image in support of their online marketing efforts," says Smith.

About ARI

ARI Network Services, Inc. ("ARI") was incorporated in Wisconsin in 1981 and is a leading innovator of products and solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Products and services include eCommerce-enabled websites, lead generation/lead management services, search engine marketing, and electronic catalogs (parts, garments, and accessories).

ARI markets its products and services through multiple sales channels and geographic markets serving approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in over 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also has a sales and service office in the Netherlands serving the EMEA and APAC markets.

For more information on ARI, please visit our website at www.arinet.com