FOR IMMEDIATE RELEASE

ARI Launches Consumer Parts and Accessories Website for Yamaha

Website delivers an enhanced consumer experience to boost parts and accessory sales

Milwaukee, Wis., December 4, 2013 – ARI Network Services (OTCBB: ARIS), a leading provider of website, software, and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, has announced the launch of a new parts and accessories website for Yamaha Motor Corporation U.S.A.'s Customer Support Group.

“We are excited to be working with Yamaha to help their customers find the right products for their Yamaha or Star. The entire project team has done a great job creating and launching the new site which we expect to directly result in improved site traffic and increased sales,” said Roy W. Olivier, President and Chief Executive Officer of ARI.

Yamaha identified three primary goals for the launch of its parts and accessories website: to deliver a custom-branded look and feel that captures the excitement of its products; to improve the consumer user experience; and to appeal to its current customers as well as the next generation of powersports enthusiasts.

“I'm very proud of what we have been able to accomplish with the new yamahapartsandaccessories.com site,” said Frank Pittman, General Manager of the Yamaha Motor Corporation U.S.A’s Consumer Support Group. Pittman added that while the new site has been launched, websites are "kind of like the Golden Gate Bridge. It's up and operational, but you're never really finished painting it." He promises fresh, up-to-date Genuine Yamaha accessories, apparel and parts information, accurate fitment data to ensure consumers find the right product for their Yamaha or Star, product and technical videos, news, service and maintenance information, and seasonal content tailored for each powersports or Yamaha product category.

The website supports authorized Yamaha dealers with its Wish List functionality. Consumers simply create a My Yamaha profile and add products to their Wish List and provide the list to their preferred dealer. Identifying local dealers is easy using the site's Dealer Locator function.

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 data repository 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 http://www.investor.arinet.com/.

Additional Information

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(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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