



For Immediate Release

For more information, contact:

Jon M. Lintvet, Chief Marketing Officer
ARI Network Services, Inc.
Phone: (414) 973-4300

Investor Contact:
Joe Dorame, Robert Blum, Joe Diaz
Lytham Partners, LLC
Phone: (602) 889-9700
aris@lythampartners.com

ARI and ADP Sign Reseller Agreement for ARI's AccessorySmart™ PG&A Solution

Lightspeed brings ARI's award-winning aftermarket PG&A solution to its more than 2,500 dealers

Milwaukee, Wis., March 14, 2013 – ARI Network Services (OTCBB: ARIS), a leader in creating, marketing, and supporting software, SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today that ADP Lightspeed of Salt Lake City, Utah and ARI have signed a multi-year reseller agreement. ADP Lightspeed is the industry-leading powersports Dealer Management System provider and creator of NXT and EVO.

Under the terms of this agreement, ADP will integrate ARI's AccessorySmart with its Dealer Management System and will resell AccessorySmart Essentials and Professional to its customers in the powersports industry.

"The sale of aftermarket parts, accessories and clothing has become a huge opportunity for powersports dealers to improve client service and dealer profitability," said Gregory Smith, Vice President and General Manager at ADP Lightspeed. "ADP Lightspeed is proud to partner with ARI as the first Dealer Management System provider to offer integration to this exciting new product."

AccessorySmart is the only fitment-powered aftermarket part, garment and accessory (PG&A) lookup solution of its kind. It provides dealers with accurate, up-to-date vehicle fitment, product SKUs, price, description, specifications and images in an easy-to-use, online interface. It saves dealers time and increases sales by empowering them with quick and easy access to more than 500,000 SKUs, 1,400 manufacturers and \$71 million worth of PG&A products from leading distributors.

"Delivering integrated solutions will help dealers grow their business and Sell More Stuff!™," said Jon Lintvet, Chief Marketing Officer and Vice President of Product at ARI. "Bringing together AccessorySmart and ADP Lightspeed's Dealer Management System is a win for our dealers. Quickly and



accurately finding the right part the first time, including availability and pricing across multiple distributors and on-hand inventory, just got a lot easier,” added Lintvet. “We believe demand for the integrated solution will be high among ADP Lightspeed’s more than 2,500 powersports dealers. We look forward to working with ADP Lightspeed and their dealers.”

About ADP Lightspeed

ADP Lightspeed is part of the ADP Dealer Services division, a Fortune 500 company recognized for its financial strength and resources. As the number one provider of Dealer Management Systems in automotive, heavy truck, and powersports markets, ADP understands the unique challenges that dealers face everyday. The ADP network includes nearly 25,500 dealers across the world. ADP Lightspeed develops, implements and supports innovative Dealer Management Software and data solutions that help increase lasting profitability across dealership operations for the powersports, marine, marina and RV industries.

About ARI

ARI Network Services, Inc. (“ARI”) 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!™.

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.