



For Immediate Release

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ARI and Exuma Sign Reseller Agreement for ARI's Lead Management Solution FootSteps™

Award-winning Lead Management Solution now integrated with DockMaster and RVMaster to drive dealership sales and profits

Milwaukee, Wis., February 9, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), provider of the award-winning lead management tool FootSteps™, today announced that Exuma Technologies, makers of DockMaster and RVMaster, of North Palm Beach, Fla., and ARI have signed a multi-year reseller agreement. Under the terms of this agreement, ARI and Exuma will integrate their products, and Exuma will resell FootSteps Essentials and Professional to its current and future customers in the Marine and RV Industries.

“Our goal is to provide the best solution for Marine and RV businesses to automate and integrate all aspects of their operations – service, parts, inventory, sales, fixed operations and accounting,” said Cam Collins, President of Exuma Technologies. “Our decision to enter into an alliance with ARI was simple. We have the same goal: help make our dealers even more successful. We are confident that our dealers will quickly capitalize on the competitive advantage FootSteps lead management and nurture marketing adds to DockMaster and RVMaster.”

“We welcome this opportunity to provide Exuma customers with an end-to-end solution that will help them capture qualified leads and convert them into sales,” said Roy W. Olivier, President and Chief Executive Officer at ARI. “ARI is pleased to announce its strategic alliance with Exuma. The combination of FootSteps and Exuma’s dealer management systems is very powerful. It will help dealers streamline their lead management processes to drive sales and profits.”

“Delivering integrated solutions through alliances like this will help dealers efficiently and cost-effectively grow their businesses,” said Jon Lintvet, Chief Marketing Officer & Vice President of Product at ARI. “Exuma and ARI have worked together for many years. This agreement marks the beginning of an exciting, new chapter between the organizations. Collectively, we believe we could add more than 200 new subscriptions and 600 users to FootSteps as a result. We look forward to working with Exuma and their dealers.”



FootSteps Essentials is an affordable, easy-to-use lead management solution. It helps dealers convert more opportunities into sales by automating a consistent lead nurturing and communication strategy and efficiently managing the sales process. FootSteps Professional is a more feature-rich version of the award-winning solution primarily designed to support the more expansive needs of dealers with multiple locations, many users, and multiple user roles.

About Exuma Technologies

Exuma Technologies, located in North Palm Beach, Fla., provides robust RV and Marine software to allow RV dealers, RV dealerships and Marine businesses – ranging in size from small, single locations to large, multi-store chains and national companies – to quickly access and manage accurate and complete information across all departments, streamline operations and increase profits.

RVMaster is designed specifically for RV dealers and RV dealerships and integrates RV sales prospecting, accounting, administration, RV parts and inventory management, and much more. DockMaster is designed specifically for Marine dealers and dealerships to maximize business processes, sales, service and parts inventory control, slip rental management, customer relationship management and dealer profitability.

For more information on DockMaster and RVMaster, please visit www.exumatech.com or contact them at sales@exumatech.com

About ARI

ARI Network Services (OTCBB: ARIS) is a leading innovator of SaaS solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Solutions 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, and currently serves approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in more than 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also maintains sales and service operations in the Netherlands, serving the EMEA and APAC markets.

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

Private Securities Litigation Reform Act

Statements in this news release that are not of a historical nature are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. The forward-looking statements can generally be identified by words such as "believes," "anticipates," "expects" or words of similar meaning. Forward-looking statements also include statements relating to the Company's future performance, such as future prospects, revenues, profits and cash flow. The forward-looking statements are subject to risks and uncertainties, which may cause actual results to be materially different from any future performance suggested in the 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, 2011, filed with the Securities and Exchange Commission earlier today. 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.