



**For Immediate Release**

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**ARI's eCatalogs Selected by nizeX, Inc. to Help its Customers Streamline Parts Lookup**

*eCatalogs to be fully integrated with Lizzy™, nizeX's web-based dealer business management system*

Milwaukee, Wis., February 14, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), a leading provider of parts content and eCatalogs, today announced that nizeX, Inc., located in Jackson, Ga., and ARI have signed a reseller agreement.

Under the terms of this agreement, nizeX will resell ARI's eCatalogs for the leading outdoor power and powersports manufacturers, including Arctic Cat, Ariens, Briggs & Stratton, Kawasaki, MTD, Polaris, Toro and Yamaha, to Lizzy™'s customers and prospects. Lizzy is nizeX's web-based dealer business management system.

"ARI's long-term commitment to the dealers we mutually serve made our decision to work with ARI easy," says Glenn Hancock, President of nizeX. "In addition, ARI has the most comprehensive, OEM-provided catalog content in the industry. We are pleased to now be able to provide Lizzy dealers with a seamlessly integrated, easy-to-use parts lookup solution. We are confident that our dealers will quickly realize increased productivity and cost savings in their parts and service departments."

"We are very pleased to announce our strategic alliance with nizeX," says Roy W. Olivier, President and Chief Executive Officer at ARI. "We are committed to working with industry leaders in the outdoor power, powersports, marine and RV industries to deliver integrated solutions that help dealers streamline their business operations. We're confident that the combination of Lizzy with our parts data library for more than 90 manufacturers delivers a superior parts lookup solution."

"nizeX, formerly known as SofTek Software, has been providing their customers with integration to PartSmart®, ARI's CD-based lookup solution, for many years," says Jon Lintvet, Chief Marketing Officer & Vice President of Product at ARI. "This agreement marks the first time that dealer business management system users will be able to access ARI's award-winning eCatalogs from within their DMS,

providing dealers with a seamless user experience and eliminating the need to run multiple applications in parallel. This solution is very compelling and we fully expect to add several hundred eCatalog subscribers as a result.”

Dealers attending the Dealer Expo, February 17-19, at the Indianapolis Convention Center, will have the opportunity to meet with the nizeX Team (Booth 5043) and the ARI Team (Booth 4861) for a demonstration of the eCatalog integration with Lizzy.

### **About nizeX, Inc.**

nizeX, Inc. (formerly known as SofTek Software) has been serving the Powersports and Lawn & Garden industries for over 15 years. The nizeX team are experts in web and database development, accounting and F&I as well as business level processes that has enabled them to design a dealer business management system that is easy to use, maintain and update. nizeX has been designing web-based solutions for the past five years, but has been focused mainly on the customers they serve in the CRM (Customer Relationship Management) and PDM (Product Data Management) markets. About three years ago nizeX released a whole new business system that runs on any operating system or hardware platform through a web browser. The new system is called Lizzy and she offers her customers 24/7 access to their data from any Internet capable device, from anywhere, anytime.

For more information on nizeX, please visit [www.nizex.com](http://www.nizex.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](http://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*

# ARI

*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.*