

FOR IMMEDIATE RELEASE

ARI Announces Upgrade and Free Trial of Its Award-Winning PG&A Lookup Solution AccessorySmart™

Exciting new content, integration and fitment coverage helps powersports dealers Sell More Stuff!™

Milwaukee, Wis., August 15, 2013 – ARI Network Services (OTCBB: [ARIS](#)), a leading provider of website, software and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, announced today that it has upgraded its award-winning [AccessorySmart™](#) aftermarket parts, garment and accessory (PG&A) lookup solution for powersports dealers.

“As the only provider of a fitment-powered aftermarket PG&A lookup solution in the industry, we are committed to helping powersports dealers increase sales,” said Roy W. Olivier, President and CEO of ARI. “This upgrade includes greater dealer management system integration, new distributor and OEM content, key unit specifications and tire fitment information.”

ARI is offering all powersports dealers the opportunity to try AccessorySmart free for 30 days at www.TryAccessorySmart.com/Free-Trial.

Highlights of the upgrade include:

- **Expanded Library of Manufacturer and Distributor Catalogs Streamlines the Lookup Process**
ARI has added Helmet House, including up-to-date warehouse availability and pricing. In addition, Honda and Suzuki Genuine Parts and Accessories catalogs are now available.
- **Full Fitment Data Provides Broader Coverage than Paper Catalogs**
Searches now include full fitment information for tires, chains, and spark plugs, making it easier for dealers to instantly confirm compatibility with a customer’s vehicle.
- **Display of Key Unit Specifications Narrows Dealer Search for Parts**
Key specifications, including tire sizes, chain length and spark plug type, are now displayed with direct links when a dealer searches for parts by fitment.
- **Enhanced Integration with ADP Lightspeed Enables Dealers to Seamlessly Check Store Prices and Availability**
Expanded connectivity with ADP Lightspeed makes it easier for powersports dealers to check store prices and availability and sell more parts, garments and accessories.
- **New ARI-Powered User Tools Improve the Consumer Experience and Increase Sales**
Power user tools now enable dealers to select parts via part number, fitment and type to allow dealers to quickly select a known part number without requiring fitment entry. In addition, new reverse part fitment lookup enables dealers to see all of the units where a particular part fits to move on-hand inventory.

ARI

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 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!™. For more information on ARI, visit www.investor.arinet.com.

Additional Information

- Follow @ARI_Net on Twitter: www.twitter.com/ARI_Net
- Become a fan of ARI on Facebook: www.facebook.com/ARINetwork
- Read more about ARI: www.investor.arinet.com/about-us

(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)

(Product Screenshot: http://arinet.com/images/uploads/press_release_images/AccessorySmartPRIImage.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.

For More Information, contact

Jon M. Lintvet, Chief Marketing Officer, +1-414-973-4300, Jon.Lintvet@arinet.com; or
Gregory V. Taylor, CFA, Three Part Advisors, +1-214-295-8370, gtaylor@threepa.com