



For Immediate Release

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ARI Launches AccessorySmart™ — New Aftermarket Parts, Garment and Accessory Lookup Solution

Solution will transform the parts and service counter for more than 12,000 powersports dealers

Milwaukee, Wis., February 11, 2013 – ARI Network Services (OTCBB: ARIS), a leader in creating, marketing, and supporting SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today the launch of AccessorySmart™, its all-new online and fitment-powered aftermarket Parts, Garments and Accessory (PG&A) lookup solution.

AccessorySmart is the only fitment-powered aftermarket 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 will save dealers time and increase sales by empowering the parts and service departments with quick and easy access to more than \$71 million worth of PG&A products from leading distributors.

“AccessorySmart is a brand-new product for ARI in an entirely new customer segment. Building on our rich history and success with PartSmart®, AccessorySmart will appeal to the more than 12,000 powersports dealers authorized to sell aftermarket parts, garments and accessories,” said Roy W. Olivier, President and Chief Executive Officer at ARI. “We’re confident AccessorySmart will transform the way dealers do business and help them Sell More Stuff!™”

“Wow. AccessorySmart is my new best friend,” said Jack Cooper, President of 2 Wheel Toyz, South Houston, Texas. “It not only helps us find what we’re looking for in record time, but it also helps us analyze the products we carry and sell more!”

“AccessorySmart dramatically improves the efficiency of the parts and accessory department by eliminating the need to independently search multiple catalogs and cross reference in-store and distributor availability,” said Brad Smith, Director of Product and General Manager of Aftermarket. “On average, AccessorySmart decreased the time it took dealers to look up a SKU and research availability by



more than 80%. That's real money. For a mid-size dealer, AccessorySmart could save them more than \$20,000 per year in direct time savings. Reallocating this time to focus on the customer relationship and closing the sale is what AccessorySmart is all about."

Powered by data trusted by the largest distributors, eRetailers and most successful dealers in the industry, AccessorySmart covers more than 500,000 SKUs from 1,400 aftermarket manufacturers, representing more than \$71 million in retail products. AccessorySmart offers smartphone and tablet capabilities that are compatible with all current devices without requiring a special application.

Dealers attending Dealer Expo in Indianapolis, Ind., February 15-17, will have the opportunity to meet with ARI team members for a first look and hands-on demonstration. In addition, dealers can participate in an Accessory Lookup Challenge for a chance to win a Travis Pastrana jersey and a \$100 Visa gift card.

About ARI

ARI Network Services, Inc. ("ARI" or the "Company") is a leader in creating, marketing, and supporting software, software as a service ("SaaS") and data as a service ("DaaS") solutions that enhance revenue and reduce costs for our customers. Our innovative, technology-enabled solutions connect the community of consumers, dealers, distributors, and manufacturers to help our customers efficiently service and sell more whole goods, parts, garments, and accessories ("PG&A") worldwide in selected vertical markets that include automotive tire and wheel, powersports, outdoor power equipment, marine, and white goods. We estimate that more than 22,000 equipment dealers, 140 manufacturers, and 195 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

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.