

For Immediate Release

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Billy Goat Industries, Inc. Selects PartSmart® for Use by Dealer Network

MILWAUKEE, September 20, 2011 – ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions that help dealers, distributors and manufacturers in selected vertical markets increase revenue and reduce costs, announced today that Billy Goat Industries, Inc., Lee's Summit, Mo., will provide its dealers with access to parts and service information via PartSmart®, ARI's CD-based electronic parts catalogs.

Under the agreement, authorized dealers will be able to use PartSmart to look up parts, and service information for Billy Goat's complete line of commercial grade debris, mowing and renovation equipment, including finish mowers, wheeled blowers, aerators, debris loaders, power rakes, lawn and litter vacuums, and walk-behind brush cutters.

"As a leading manufacturer of commercial grade outdoor power equipment, we are committed to continuously look for ways to help our dealers improve their productivity and, as a result, their bottom line," said Pierre Pereira, Vice President of Sales and Marketing at Billy Goat. "We made the decision to make our parts information available on PartSmart because of ARI's proven track record in the outdoor power industry. We're confident that PartSmart will help our worldwide dealer network better serve their customers and increase sales and profits."

PartSmart is ARI's premier parts lookup software known to more than 50,000 users worldwide. It provides the fastest way to find the right part the first time by providing more information with fewer keystrokes and mouse clicks. PartSmart interfaces with more than 90 dealer business management systems to drive even more efficiency. PartSmart offers time-saving features, including easy navigation, a single log in, a single and familiar user interface, updates via the Internet, and thumbnail browsing.

"ARI welcomes Billy Goat to the growing number of outdoor power manufacturers, including Ariens, Briggs & Stratton, Toro and Simplicity, using PartSmart today to provide their

dealer network with access to accurate, up-to-date parts and pricing information,” said Roy W. Olivier, President and Chief Executive Officer at ARI. “We are committed to working with Billy Goat and their dealers to help them improve efficiency, drive sales and increase profits.”

About Billy Goat Industries, Inc.

Based in Lee’s Summit, Mo., Billy Goat is a premier manufacturer of commercial grade clean up equipment such as debris management, turf renovation, and specialty mowing equipment used by professional lawn care contractors, asphalt maintenance contractors, rental dealers, property owners/managers as well as home owners. The company’s reputation is one of durability, integrity and innovation. Billy Goat products are not only designed for ease of use, but are aggressively tested for durability – it is not unusual to see Goats over 15 years old in operation.

Billy Goat has exported its products to countries around the globe including Western Europe, Canada, Australia, New Zealand, South Africa and Japan for well over 20 years.

For more information on Billy Goat, please visit www.billygoat.com.

About ARI

ARI (OTCBB:ARIS) was incorporated in Wisconsin in 1981 and is a leading innovator of products and solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Products and services 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 serving approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in over 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also has a sales and service office in the Netherlands serving the EMEA and APAC markets.

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