

For Immediate Release

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Birchwood Snow & Landscape Equipment Expands Its use of ARI's WebsiteSmart™

Adds 19 additional websites to support goal of growing online sales

Milwaukee, Wis., Sept. 18, 2012 – ARI Network Services, Inc. (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 that Birchwood Snow & Landscape Equipment of Milwaukee, Wis. has added 19 new, brand-specific websites to support their goal of increasing sales of selected manufacturer lines.

Under the agreement, ARI will build and host additional websites for the manufacturer lines Birchwood carries, including Boss Snow Plows, Briggs & Stratton, eXmark, Husqvarna, Kawasaki and Snapper. Each site will allow consumers to look up and order parts online, 24/7.

“We selected WebsiteSmart® based on ARI’s proven track record in the outdoor power industry. In addition, WebsiteSmart allows us to create custom catalogs for other product lines we carry,” said Dan McCarthy, Director of Marketing at Birchwood. “At a seminar on search engine optimization we recently attended, one of the ideas presented was the use of brand-specific websites to increase organic rankings,” added McCarthy. “We contacted ARI and, with their guidance, decided to move forward with this strategy. We are now in the process of creating separate domains for each of the 19 brands we carry. This strategy will give us the flexibility to focus our efforts and search engine marketing dollars on specific products at targeted times of the year.”

According to McCarthy, the first six websites for the winter season product lines have been successfully launched. They are now working with ARI to deploy the next six product lines, with the goal of having all 19 launched by April 2013. “We look forward to a long and successful relationship with ARI and growing our online sales nationwide.”

“Search engines organically rank web pages based on relevant content. By building brand specific websites, Birchwood will be able to completely optimize each site for a single brand or product line, making the website’s content more relevant for search engines. As a result, Birchwood should see

an improvement in their organic rankings and sales,” said Blane Vik, Search Engine Marketing Manager at ARI.

“We are pleased to expand our relationship with Birchwood,” said Jeff Horn, Vice President of Global Sales at ARI. “We are committed to helping them reach their search engine marketing goals and, ultimately, drive sales and increase profits.”

About Birchwood Snow & Landscape Equipment

Birchwood Snow & Landscape Equipment has three locations serving the Milwaukee and North Shore Wis. area for sale, sales and service on all outdoor power equipment. Birchwood carries top brands in chainsaws, mowers, line trimmers, lawn tractors, snow plows, leaf blowers and much more. Birchwood is proud to announce the opening of its third and largest store located in Cedarburg, Wis., with a grand opening planned for May 2013.

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 power sports, outdoor power equipment, marine, and white goods. We estimate that approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

For more information on ARI, please visit 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.