

For Immediate Release

For more information, contact:

Cheryl Pabich, Director of Marketing
Phone: (414) 973-4426
Email: Pabich@arinet.com

Investor Contact:
Joe Dorame, Robert Blum, Joe Diaz
Lytham Partners, LLC
Phone: (602) 889-9700
Email: aris@lythampartners.com

Dealers Prefer PartStream™ over 50 Below (HLSM) and PSN Parts Lookup

ARI launches new Parts Lookup solution; can easily be added to any dealer website to increase sales

Milwaukee, Wis., February 29, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), a leading provider of eCatalogs delivered via SaaS and DaaS, is quickly becoming the dominant online parts lookup provider for powersports dealers' websites.

PartStream™ Essentials can easily be added to any existing website and popular shopping carts – whether or not ARI is the provider – to fuel dealers' eCommerce sales. Part numbers, descriptions and brands are automatically indexed for search engine optimization, making it easy for buyers to find and purchase parts online or pick them up at their local dealership.

"PartStream addresses the widespread frustration dealers have with their current parts lookup solutions," said Jon Lintvet, Chief Marketing Officer and Vice President of Product at ARI. "Simply put, PartStream improves the parts lookup process for the consumer. It's a solution that is fast, easy to use and helps consumers find and order the right part the first time, resulting in increased online sales."

Dealers attending this year's Dealer Expo in Indianapolis, Ind. were asked to take The PartStream Challenge, comparing ARI's PartStream to 50 Below (powered by HLSM) and PSN parts lookup solutions.

The Challenge:

- Dealers participating in the challenge randomly selected a manufacturer part number, then a 50 Below- or PSN-enabled website and then a website powered by ARI's PartStream Essentials. The website provider was not disclosed until after the challenge was completed.

The Results:

- 100% of the dealers who took the challenge preferred PartStream over the competition.

ARI

- On average, dealers found the selected part 9 times faster with PartStream than with HLSM and 4 times faster than with PSN.
- 100% of participating dealers believed that online buyers would prefer to use PartStream to lookup parts.
- 100% of participating dealers believed that PartStream would help them sell more parts online and increase sales.
- Cost effectiveness, ease of use, scalability, automatic updates, and a true mobile lookup option were among the top reasons cited by dealers for their selection.

Dealers can experience PartStream Essentials firsthand and free of charge for 30 days at TryPartStream.com.

About ARI

ARI Network Services (OTCBB: ARIS) is a leading innovator of Software as a Service (SaaS) and Data as a Service (DaaS) 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.

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.