



For Immediate Release

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**ARI Integrates FootSteps™ Lead Management Solution with PartSmart® Parts Lookup Software;
Integration Helps Dealers Drive More Sales**

MILWAUKEE, Nov. 29, 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 the integration of FootSteps™, its award-winning lead management solution, with PartSmart®, its premier parts lookup software.

This integration of crucial touch points gives dealers the opportunity to turn every consumer interaction into a long-term relationship. “With a simple click of the mouse, dealers can easily capture customer information in FootSteps at the time of a sale or service event, record make and model information, as well as keep track of parts orders and service quotes,” explained Catie Lukas-Ter Horst, Product Manager of eCatalogs at ARI.

“The integration of FootSteps and PartSmart and the resulting flow of data between these lead management solutions offers dealers a powerful value proposition in that they can now easily automate a consistent and professional series of communications that will keep their brand, products and services at the forefront of their customers’ mind. They can proactively engage targeted customers and suggest seasonal service, recommend or upsell maintenance plans or notify them of special offers and promotions in a highly cost-effective manner,” concluded Lukas-Ter Horst.

Studies show that companies prioritizing the customer experience generate 60% higher profits than their competitors. “In the current economy, with the cost to acquire new customers six to seven times higher than the cost to retain existing ones, it has never been more important for dealers to nurture existing customers in order to grow their businesses,” added Lukas-Ter Horst.

PartSmart is used by more than 50,000 users worldwide and offers dealers the broadest and richest library of manufacturer content in the market. It is easy to use, resulting in the fastest way to find the right part the first time, especially for multi-line dealerships. PartSmart’s Internet Update Service enables users to download and install catalog updates as soon as they become available. PartSmart interfaces with more than 90 dealer business management systems to drive even greater efficiency.

FootSteps helps dealers, distributors and manufacturers build relevant customer relationships and generate more whole goods, parts, accessories and service sales. This easy-to-use solution helps users capture and distribute sales opportunities in real time, as well as target and nurture market prospects and customers. Unique in its ability to consolidate leads from multiple sources, its integration with PartSmart, websites and business management systems, FootSteps increases conversion rates.

ARI

FootSteps makes it easy for users to track, manage, and report lead management activity – all from one solution with end-to-end automation.

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.

*Source: Gartner Group and “Leading on the Edge of Chaos”, Emmett C. Murphy and Mark A. Murphy

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