



For Immediate Release

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Fidelitone Selects ARI's DataStream™ Data-as-a-Service (DaaS)

Multiple OEM Parts Libraries selected to support National Retailer Channel

Milwaukee, Wis., March 20, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), a leading provider of technology-enabled DaaS and SaaS business solutions that help dealers, distributors and manufacturers increase revenue and reduce costs, announced today that Fidelitone Inc, located in Wauconda, Ill., has licensed DataStream™ for a national retailer with 1,800 locations nationwide.

Under the multi-year agreement, ARI will provide Fidelitone with electronic parts catalog data for multiple leading outdoor power manufacturers, including Ariens, Briggs & Stratton Corporation, MTD and Toro.

“We selected ARI and DataStream based on ARI’s more than 30 years of experience and expertise in converting disparate manufacturer data into a normalized, easy-to-use format,” said Josh Johnson, President of Fidelitone. “Working with ARI will allow us to quickly and cost-effectively deploy accurate parts catalogs into our customer’s channel to help them support their service efforts.”

“We’re excited about the opportunity to stream real-time, enhanced parts data to Fidelitone that will allow their business alliances to look up and order parts,” said Roy W. Olivier, President and Chief Executive Officer at ARI. “This relationship aligns perfectly with our core strategy of leveraging our comprehensive library of parts data from more than 125 of the leading manufacturers in the outdoor power, powersports and marine industries to help our customers sell more whole goods and PG&A.”

About Fidelitone Inc.

Fidelitone Inc. is an industry leader in 3PL and supply chain performance that delivers value-added solutions for business partners and their clients. A privately-held company headquartered near Chicago, Fidelitone Inc. has more than 28 locations and 500 employees worldwide.

An innovator within the logistics industry since 1929, expertise includes: Supply Chain Management, Inventory Planning, Warehousing, Fulfillment, Last Mile Delivery, Reverse Logistics, and Parts Logistics. To date, more than 2.5 million shipments are managed by Fidelitone Inc. each year for a variety of customers ranging from Fortune 100 companies to start-up organizations.

For more information on Fidelitone, please visit www.fidelitone.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