

Leading Regional Distributor Selects ARI to Unify Online Parts Lookup and Ordering

Parts lookup will increase distributor sales by improving order accuracy, fulfillment and support

Milwaukee, Wis., August 6, 2013 – ARI Network Services (OTCBB: [ARIS](#)), a leading provider of website, software, and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, announced today that a leading regional distributor of power products selected ARI's eCatalog platform to integrate online parts lookup with its existing order management system.

"The addition of ARI's eCatalog platform will allow this distributor of power products, including industrial engines, diesel fuel injection systems and accessories, to meet the growing need for a streamlined, on-demand parts lookup solution," said Roy W. Olivier, President and Chief Executive Officer of ARI.

The distributor was seeking a cloud-based solution to enhance its existing dealer portal. ARI will provide the distributor and its 300 dealers with an easy-to-use solution that includes parts lookup, availability and pricing; and seamless integration with their current shopping cart. Prior to selecting ARI, the parts lookup and ordering process was time consuming, provided limited accessibility and was subject to error, impacting their ability to drive more sales and grow the business.

"When part sales are critical to your company's growth, you need proven solutions and an experienced partner," added Olivier. "ARI has extensive experience providing distributors with integrated cloud-based eCatalog solutions that increase sales, improve customer satisfaction and reduce operational inefficiency."

About ARI

ARI Network Services, Inc. ("ARI") (OTCBB: [ARIS](#)) creates award-winning software-as-a-service ("SaaS") and data-as-a-service ("DaaS") solutions that help equipment manufacturers, distributors and dealers in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary library of enriched original equipment and aftermarket content that spans more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories ("PG&A") for customers in automotive tire and wheel, powersports, outdoor power equipment, marine, RV and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™. For more information on ARI, visit www.investor.arinet.com.

Additional Information

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- Read more about ARI: www.investor.arinet.com/about-us

(Roy W. Olivier Photo: http://arinet.com/images/uploads/press_release_images/RoyWOlivier1.png)

(ARI Logo: http://arinet.com/images/uploads/press_release_images/NewLogoTransparency_Black.jpg)

Forward-Looking Statements

Certain statements in this news release contain "forward-looking statements" regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933. All statements other than statements of historical facts are statements that could be deemed to be forward-looking statements. These statements are based on current expectations, estimates, forecasts, and projects about the markets in which we operate and the beliefs and assumptions of our management. Words such as "expects," "anticipates," "targets," "goals," "projects", "intends," "plans," "believes," "seeks," "estimates," "endeavors," "strives," "may," or variations of such words, and similar expressions are intended to identify such forward-looking statements. Readers are cautioned that these forward-looking statements are subject to a number of risks, uncertainties and assumptions that are difficult to predict, estimate or verify. Therefore, actual results may differ materially and adversely from those expressed in any 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, 2012, filed with the Securities and Exchange Commission. 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.

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