



For Immediate Release

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NHC Distributors, Inc. Selects ARI PartStream™ for Dealer Network

ARI's PartStream™ Added to Dealer Intranet to Broaden Online Parts Lookup and Ordering

Milwaukee, Wis., August 14, 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 NHC Distributors, Inc. of Philadelphia, Miss. has selected ARI's PartStream™ to provide their more than 2,500 dealers with secured access to look up and order OEM parts online.

Under the agreement, PartStream™ will be integrated with NHC's corporate website, nhcdist.com. ARI will provide NHC with parts catalogs for the leading outdoor power manufacturers, including American Honda Power Equipment, AYP, Briggs & Stratton, Cub Cadet, Kawasaki Engines, Kohler Engines, MTD, and TecumsehPower.

"We have been providing aftermarket and OEM parts to our dealers for more than 40 years," said Allen Vaughn, Vice President at NHC. "When we decided to add OEM parts lookup to complement our existing aftermarket parts lookup system, we chose ARI for two reasons. First, ARI is recognized as the de facto standard for parts lookup in the Outdoor Power industry and, as a result, many of our dealers use PartSmart® today. Second, ARI's comprehensive library of OEM catalogs allowed us to quickly make more than 80% of the OEM lines we carry available to our dealers." According to Vaughn, PartStream was launched at the end of July as part of their 40th Anniversary celebration.

Based on ARI's proven PartSmart product and more than 30 years of experience providing content, PartStream is an illustrated parts lookup application that seamlessly adds eCommerce-enabled OEM parts lookup to any website. PartStream is easily configurable and allows manufacturers and distributors to tailor the appearance to match their website and branding image to their online marketing efforts.

"We are pleased to have been selected by NHC to provide their dealers with immediate access to accurate parts information and the ability to order online," said Jeff Horn, Vice President of Global Sales at ARI. "We are committed to working with NHC to deliver a complete, integrated solution that will improve efficiency, drive sales and increase profits."



About NHC Distributors, Inc.

With more than 40 years of service in the replacement parts business, NHC Distributors is focused on serving the outdoor power equipment industry, offering premium lines such as AYP, Emgo, MTD, Maier, N2, NGK, Oregon, Poulan, Rotary, Sears, Stens, Vesrah, Wiseco and Yuasa.

NHC carries a complete line of replacement parts for the ATV and outdoor power equipment industries. The outdoor power equipment industry provides proven, steadfast income opportunities while the fast-growing ATV market brings sales and service opportunities to dealers during the months when the lawn & garden business begins to slump. Parts that were previously hard to source are now readily available at NHC.

For more information on NHC Distributors, Inc., please visit www.nhcdist.com.

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.