



**For Immediate Release**

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**ARI's AccessorySmart™ Receives Prestigious Nifty 50 Award**

*Voted One of the Top 50 must-see products at this year's Dealer Expo*

**Milwaukee, Wis., February 20, 2013** – 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 it received *Powersports Business* magazine's 2013 Nifty 50 Award. Winners of the Nifty 50 Awards were selected by the editors from *Powersports Business* and its sister consumer magazines in the powersports industry.

AccessorySmart™ is ARI's new fitment-powered Aftermarket Parts, Garments and Accessory (PG&A) lookup solution for the dealer parts and service counter. Launched at the 2013 Dealer Expo, AccessorySmart helps dealers save time and increase sales by empowering them with quick and easy access to more than 500,000 SKUs, 1,400 manufacturers and \$71 million worth of PG&A products from leading distributors in a single online application.

"This is the 14th year that *Powersports Business* has selected 50 newly released products and services that we believe will enhance dealership operations," said Dave McMahon, Editor in Chief of *Powersports Business*. "Dealers are always in search of efficient ways to find parts, garments and accessories from leading distributors. ARI's AccessorySmart certainly fits that requirement and was deemed worthy of Nifty 50 status by our editorial team."

"Having AccessorySmart selected as one of the top 50 new products at Dealer Expo is a great honor," said Brad Smith, Director of Product Management and General Manager of Aftermarket at ARI. "AccessorySmart is the only PG&A lookup solution for the dealer parts and service counter of its kind. We're confident that it will revolutionize the way dealers do business and help them to Sell More Stuff!™."

Dealers who attended Dealer Expo in Indianapolis, Ind. had the opportunity to meet with ARI team members for a first look, hands-on demonstrations and to purchase AccessorySmart as well as other award-winning ARI products and services. In 6 out of the last 7 years ARI products have won Nifty



50 awards – including Customer First™, WebsiteSmart™, FootSteps™, SearchEngineSmart™, and PartStream™.

### **About Powersports Business Magazine**

Powersports Business is the first place the powersports industry looks for breaking news. The magazine gives dealers, distributors, and manufacturers timely business news and analysis every three weeks.

Beyond the magazine and powersportsbusiness.com, Powersports Business produces an annual Dealer Directory and Market Data Book. Additional resources include our twice-weekly e-newsletter, regular e-white papers and exclusive industry data.

### **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 automotive tire and wheel, powersports, outdoor power equipment, marine, and white goods. We estimate that more than 22,000 equipment dealers, 140 manufacturers, and 195 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

### **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.*