

**For Immediate Release**

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## **ARI Provides Custom Online Parts Lookup and Ordering Website for TUG Technologies**

MILWAUKEE, August 3, 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 that TUG Technologies, a leading Aviation Ground Support Equipment manufacturer located in Kennesaw, Ga., selected ARI to develop and deploy a custom online parts lookup and ordering system. TUG Technologies serves more than 1,000 customers, including regional and major airlines, as well as private airports.

Under the agreement, ARI designed tugparts.com. The new website is integrated with PartStream™, ARI's online parts ordering solution which gives customers the freedom to order parts from virtually anywhere. Based on ARI's PartSmart® product and over 30 years of experience providing content, PartStream makes the right part information available immediately and in an easy-to-use format. TUG's new site contains replacement part information, illustrations, and descriptions that will help order parts quickly and accurately – all within [tugparts.com](http://tugparts.com).

“Our main objective was to make it even easier for our customers to do business with us by providing them with fast and accurate access to parts information and the ability to order online,” said Dennis Couch, Vice President, Parts at TUG Technologies. “Our new site allows our customers and our team to be more efficient and save time,” added Couch. “Instead of sending an email or calling us to inquire about a product, customers can find all the information they need online in a few minutes, 24/7.”

According to Couch, TUG selected ARI because of its ability to completely customize a parts lookup and ordering solution based on TUG's current business needs and the flexibility to change as TUG's requirements grow in the future.

“We introduced [tugparts.com](http://tugparts.com) to our high-volume customers in June,” explained Couch. “They loved it – 20% of them moved to online ordering immediately. Currently, 7% of our sales volume goes through the new site and our goal is to reach 55% by end of year.”

“We welcomed the opportunity to work with TUG Technologies to build and deploy online solutions that provide long-term value to their business,” said Roy W. Olivier, President and CEO of ARI. “TUG's selection of ARI is a further testament to the portability of our products into new markets. We are committed to delivering complete, integrated platforms to establish and maintain their online parts and service presence while increasing the efficiency of their business. “

# ARI

## **About TUG Technologies**

Headquartered in Kennesaw, Ga., TUG Technologies provides a broad line of aviation ground support equipment, including aircraft push back tractors, air conditioners, aircraft tow tractors, air starts, baggage tow tractors, baggage belt loaders, ground power units, and heaters.

With nine offices throughout the U.S., TUG also offers fleet management, fleet tracking and financing options, as well as used equipment and rentals.

All TUG products are supported by a network of traveling field technicians, airport service centers, and international distributors. For more information, please visit [www.tugtech.com](http://www.tugtech.com)

## **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, 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](http://www.arinet.com).