

For Immediate Release

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50 Below, an ARI Company, Upgrades Its Mobile Website Platform for Tire and Wheel Dealers *Enhancements will help independent tire and wheel dealers Sell More Stuff!™*

Milwaukee, Wis., March 12, 2013 – ARI Network Services (OTCBB: ARIS), a leader in creating, marketing, and supporting software, SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today that 50 Below, an ARI company, upgraded its mobile website platform for automotive tire and wheel customers.

Mobile sites allow user-friendly access to dealer websites from smartphones without requiring users to download a special application. This upgrade enhances the mobile shopping experience end-to-end with new layout and streamlined navigation options, including an optimized tire guide driven by vehicle fitment that will help independent tire and wheel dealers increase traffic, service and sales. In addition, a drop-down menu and automatic geo-locator will allow visitors to easily find the closest multi-location dealership, as well as display location-specific content.

“We are committed to providing our customers with the most effective online presence in the industry, giving them an advantage in an increasingly competitive marketplace. Turning mobile visitors into lifelong customers is a very important part of that solution,” said Jon M. Lintvet, Chief Marketing Officer and Vice President of Product for ARI. “A comScore study shows that four out of five consumers use smartphones to shop. Having a strong mobile presence is no longer optional — it’s mandatory,” added Lintvet. “Providing mobile users with a better shopping experience will help turn more visitors into buyers.”

“This mobile site will allow our customers to see what we have from anywhere they are, therefore increasing our sales and productivity,” said Andy Bewsee of City Tire Company. “This is by far one of the best mobile sites I have used for automotive purposes; it is easy to use and the design is flawless.”

“We are working on a lot of exciting new upgrades to the dealer website platform that will position our customers ahead of the competition. They can expect to see more news over the coming weeks and months that will help them Sell More Stuff!™,” added Lintvet.

To view one of our mobile-optimized sites, visit www.city-tire.com on a smartphone. For additional information on our tire and wheel website and mobile solutions, visit www.50Below.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 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.

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