

Leading RV Manufacturer Selects ARI to Support North American Lead Management Program

Solution will help manufacturer and its dealers increase sales of new inventory

Milwaukee, Wis., July 10, 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 manufacturer in the recreational vehicle industry has selected ARI's [FootSteps™ Channel Connect](#) solution to power its new lead management program and help its dealers throughout the U.S. and Canada Sell More Stuff!™

As a leading manufacturer of motor homes, travel trailers and fifth wheel products, with more than 400 independent franchise dealers, the efficient management of sales leads is critical to its continued growth.

The company was seeking a cloud-based lead management solution with greater functionality and flexibility than was currently provided in-house. ARI's FootSteps Channel Connect will be deployed to provide the manufacturer and its dealers with an easy-to-use lead management solution to convert more shoppers into buyers. When consumers visit the manufacturer or a third party website and submit a lead – e.g. request a catalog, configure a unit of inventory or ask for more information – FootSteps Channel Connect will facilitate distribution of these sales opportunities to the right dealership in real-time, and automate the follow-up, scheduling and management reporting to increase sales conversion rates.

“Every time a manufacturer sends a lead to a dealership for follow up, they take a leap of faith,” said Roy W. Olivier, President and Chief Executive Officer of ARI. “FootSteps Channel Connect eliminates the risks inherent in this handoff by automating and creating transparency in the process, helping dealers respond in a timely manner, follow up and ultimately convert more leads into sales. It puts the manufacturer in the driver's seat and gives them complete visibility and control of every lead,” added Olivier. “We're confident that FootSteps will help dealers exceed buyers' expectations by delivering an immediate and quality response to every lead, resulting in more leads converted to sales.”

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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(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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