



For Immediate Release

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Yamaha Customer Support Group Selects ARI to Provide Custom Website
Website to provide online lookup of Yamaha Parts and Accessories

Milwaukee, Wis., October 2, 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 the Yamaha Customer Support Group (CSG), a division of Yamaha Motor Corporation U.S.A, Cypress, Calif., selected ARI to develop and deploy a custom website to support its parts and accessories business operations.

Under the agreement, one of ARI's largest professional services contracts, ARI will build, host and maintain the new website. The site will include a next-generation content management system that enables CSG to take advantage of dynamic product merchandising as well as make it easier to update catalog information. PartStream™, ARI's consumer-oriented, mobile-friendly illustrated parts lookup solution will provide consumers with the freedom to look up parts, garments, accessories and service items from virtually anywhere, 24/7.

“Our goal is to increase brand visibility of Yamaha Genuine Parts and Accessories. In addition, we want to provide consumers with an online experience that equals, if not exceeds, the best experience available on the web today,” said Frank Pittman, general manager of CSG. “We were confident that ARI would be able to help us meet these goals for three reasons. First, ARI has been a trusted partner for more than a decade, providing our dealers with accurate, up-to-date parts look up through PartSmart®. Second, ARI has a proven track record of building and hosting our corporate website, www.yamaha-motor.com. And, finally, we're confident that ARI's demonstrated commitment to using forward- looking technology will continue to enable Yamaha to deploy robust, user friendly solutions.”

“We're excited about the opportunity to expand our relationship with Yamaha Motor Corporation. Yamaha CSG's selection of ARI is a further testament to the value of the products and



services that we have provided Yamaha Motor Corporation over the past 14 years,” said Roy W. Olivier, president and CEO of ARI. “We look forward to working together to build and deploy an online parts and accessories solution for consumers who will meet their current and future business requirements.”

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.