

ARI's AccessorySmart™ Receives Prestigious Nifty 50 Award

Milwaukee, Wis., February 21, 2014 – ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) announced today that [AccessorySmart™](#) has received a [Powersports Business](#) 2014 Nifty 50 Award. Winners of the Nifty 50 Awards were selected by the editors of *Powersports Business* and its sister consumer media brands in the powersports industry including [Rider](#) and [Thunder Press](#).

AccessorySmart is the only powersports OEM and aftermarket parts, garments and accessories (PG&A) lookup solution of its kind, allowing dealers to find the hottest products, their cost and availability from a growing list of the industry's leading suppliers. The latest product release included the addition of eight new catalogs, including the introduction of OEM PG&A.

"The winners of the 15th annual Nifty 50 are considered the best of the best in the category of parts, accessories and service solutions for powersports dealers," said Dave McMahon, Editor-in-Chief of *Powersports Business*. "We attracted a record number of entrants to the contest. That said, the innovative products we chose are meant to give dealerships an edge leading into the spring selling season. AccessorySmart certainly fits that description."

AccessorySmart Version 1.9 key features and benefits include:

- Content from leading distributors and manufacturers including [Tucker Rocky](#), [Parts Unlimited](#), [Western Power Sports](#), [Honda](#), [Polaris](#) and many more.
- Multi-faceted search capabilities allows users to easily filter products by attributes such as size, material, color and more.
- Works seamlessly with the leading dealer management systems allowing dealers to efficiently manage inventory in-store and within their distributor network.
- Mobile responsive platform automatically optimizes the display for desktop, mobile or tablet.
- Users can switch from the dealer search view and workflow to an optional customer-friendly view to hide sensitive information, including dealer cost.

"It's an honor to be included in the *Powersports Business* Nifty 50 list for the second consecutive year," said Brad Smith, Vice President of Product Management at ARI. "Based on user feedback, AccessorySmart 1.9 is easier than ever for dealers to use. Winning another Nifty 50 award is confirmation that our solutions help our customers Sell More Stuff!™"

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers award-winning eCommerce and eCatalog platforms, lead management tools and digital marketing services that help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary data repository of enriched original

ARI

equipment and aftermarket electronic content spanning more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. Business is complicated, but we believe our customers' technology tools don't have to be. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, durable medical equipment, recreational vehicles 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 investor.arinet.com.

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 a twice-weekly e-newsletter, regular e-white papers and exclusive industry data.

Additional Information

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