

FOR IMMEDIATE RELEASE

ARI Promotes Bradley J. Smith to Vice President of Product Management

Milwaukee, Wis., February 13, 2014 – ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) has announced the promotion of Bradley (Brad) J. Smith to Vice President of Product Management. Smith will be responsible for all ARI products, including eCatalogs, websites and lead management. Effective immediately, all product management teams will report to Smith.

Smith's experience with ARI's products suite, deep understanding of the industries ARI serves and results-oriented focus will prove invaluable as ARI fulfills on its mission to enhance its award-winning technology-enabled solutions, and develop new solutions to help dealers, distributors and manufacturers Sell More Stuff!™.

"Brad is an exceptional example of an ARI employee living our PRIDE values on a daily basis – receiving the President's Award and eight other ARI honors. I'm confident that Brad's expertise with eCatalogs and websites will help accelerate our plans to ensure that we remain the number one provider in the markets we serve," said Roy W. Olivier, President and CEO. "His strong leadership skills come as no surprise. As an Army veteran, he served in Operation Iraqi Freedom and received the Federal Humanitarian Award and two Army Achievement medals."

Smith joined ARI in 2007 and most recently served as Director of Product Management and General Manager of Aftermarket.

"I look forward to leading our product strategy to ensure the growth of our current products and develop innovative new products, both organically and through future acquisitions," said Smith. "ARI's product management team is the best I have worked with; they are committed to delivering award-winning products that lead the market and exceed customer expectations."

Smith holds a double B.A. in Web/Technology Development and Spanish from the University of Wisconsin-Stevens Point. Smith earned an MBA from the University of Wisconsin-Eau Claire in 2012. In conjunction with his MBA program, Smith was selected for an East Asian supply-chain consultancy for a Fortune 500 marine manufacturer.

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 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. 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, 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.

ARI

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