



FOR IMMEDIATE RELEASE

**ECHO Bear Cat Selects ARI's Cloud-Based eCatalog Solution**  
***Solution to Streamline Parts Lookup for Manufacturer's Dealers and Distributors***

**Milwaukee, Wis., May 21, 2014** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that [ECHO Bear Cat](#) will implement ARI's leading online eCatalog solution on its dealer portal to allow ECHO Bear Cat distributors and dealers to quickly and easily identify, locate and buy replacement parts.

"ECHO Bear Cat joins the growing number of manufacturers utilizing ARI's eCatalog solutions to provide online access to accurate, up-to-date parts data plus online ordering from their dealer portal," said Roy W. Olivier, President and CEO of ARI. "We welcome the opportunity to work with ECHO Bear Cat to help their distributors and dealers improve productivity, increase customer satisfaction and, of course, Sell More Stuff!™"

In support of its strategy to better serve its global distribution network, ECHO Bear Cat sought out a cloud-based solution to streamline the parts lookup and online ordering process. Prior to ARI's solution, dealer portal users could not visually research or identify parts.

"We recognize the importance of providing distributors and dealers with the tools they need to be successful," said Tim Martin, Business Unit Leader, ECHO Bear Cat. "Industry leading companies work with ARI to streamline their parts process, gain efficiencies and increase customer satisfaction. We are confident that our distributors and dealers will experience the same results, which will help them increase sales and grow profits."

**About ECHO Bear Cat/Crary Industries, Inc.**

Located in West Fargo, North Dakota, ECHO Bear Cat is a product line of Crary Industries, Inc. Since 1988, ECHO Bear Cat has been a leading manufacturer of high quality, reliable outdoor power equipment and service parts. To learn more about ECHO Bear Cat, please visit [www.bearcatproducts.com](http://www.bearcatproducts.com) or call 888.625.4520.

Crary Industries, Inc. is a subsidiary of ECHO Incorporated, a manufacturer of professional-grade hand-held outdoor power equipment based in Lake Zurich, Ill. For more information on ECHO, Inc. please visit [www.echo-usa.com](http://www.echo-usa.com).



### **About ARI**

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers an award-winning suite of data-driven software tools and marketing services to 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 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, home medical equipment, recreational vehicles and appliance industries. More than 22,000 equipment dealers, 195 distributors and 1,500 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit [investor.arinet.com](http://investor.arinet.com).

### **Additional Information**

- Follow @ARI\_Net on Twitter: [twitter.com/ARI\\_Net](https://twitter.com/ARI_Net)
- Become a fan of ARI on Facebook: [www.facebook.com/ARInetwork](https://www.facebook.com/ARInetwork)
- Join us on G+: [plus.google.com](https://plus.google.com)
- LinkedIn: [www.linkedin.com](https://www.linkedin.com)
- Read more about ARI: [investor.arinet.com/about-us](http://investor.arinet.com/about-us)

### **Images for media use only**

[Roy W. Olivier Hi Res](#) | [Roy W. Olivier Low Res](#)

[ARI Logo Hi Res](#) | [ARI Logo Low Res](#)

[ECHO Bear Cat Logo Hi Res](#) | [ECHO Bear Cat Low Res](#)

### **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, 2013, 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.

**For media inquiries, contact:**

Colleen Brousil, Director of Marketing, ARI, +1-414-973-4323, [colleen.brousil@arinet.com](mailto:colleen.brousil@arinet.com)

**Investor inquiries, contact:**

Steven Hooser, Three Part Advisors, +1.214.872.2710, [shooser@threepa.com](mailto:shooser@threepa.com)

