

**FOR IMMEDIATE RELEASE**

## **ARI and Fidelitone Logistics Partner to Deliver Unified eCommerce and Supply Chain Solutions**

**Milwaukee, Wis., August 7, 2014** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) has partnered with [Fidelitone Logistics](#) to offer manufacturers and distributors end-to-end eCommerce technology and supply chain management, lowering the barrier for entry into B2C eCommerce sales for enterprises traditionally focused on a B2B distribution model.

“This solution marries ARI’s SaaS and DaaS technologies with Fidelitone’s industry-leading supply chain capabilities to deliver robust solutions to handle every step of product fulfillment from the online order to pick, pack and shipping,” said ARI President and CEO, Roy W. Olivier. “Our combined capabilities will help our customers who are set up for B2B distribution to quickly move to a B2C model without extensive changes to their infrastructure. Through our combined capabilities, we can quickly provide a turnkey B2C solution that will compete with any current online retailers.”

ARI and Fidelitone Logistics offer true full-service parts and product distribution management solutions, which include:

- Product data conversion and optimization
- eCommerce website development
- Forecasting and inventory management
- Vendor management
- Procurement
- Order management
- Valued-added warehousing
- Fulfillment

“The combination of a powerful eCommerce website matched with a robust inventory forecasting model will provide laser focus to the complexities of parts and product management,” said Fidelitone Logistics Vice President of Business Development, John Bauschka. “Add in the operational benefits of working with an experienced supply chain management company to bring the execution of the plan together, and you have a compelling solution.”

### **About Fidelitone Logistics**

Fidelitone Logistics is an industry leader in third-party logistics (3PL) and supply chain performance that delivers value-added solutions for their clients. As a logistics innovator since 1929, their expertise includes specialized solutions in last-mile delivery, order fulfillment, supply chain management and

transportation management. Headquartered near Chicago, Ill., Fidelitone Logistics is a privately-held company with more than 30 locations worldwide and serves a variety of clients, including some of the biggest and best known brands in retail, consumer products, ecommerce, medical devices and power tools. For more information on Fidelitone Logistics, visit [www.fidelitone.com](http://www.fidelitone.com).

### **About ARI**

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](http://arinet.com)) 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)
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- LinkedIn: [www.linkedin.com](http://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](#)  
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