



FOR IMMEDIATE RELEASE

Leading Marine Manufacturer Selects ARI's Digital Marketing Services

Milwaukee, Wis., August 21, 2014 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that a leading marine manufacturer has signed a professional services agreement naming ARI as its digital marketing services agency of record.

This relationship builds upon an existing contract with the manufacturer to develop and deploy a website solution paired with a robust lead management system to support its established network of more than 100 dealers.

ARI's digital marketing strategy will complement those services to drive more traffic to the manufacturer's website and generate more online leads employing tactics including search engine optimization, email marketing, social media management, search engine marketing, online reputation management and website analytics.

"The manufacturer recognizes that the development of its website is just one element of a comprehensive digital strategy required to attract prospects online and convert website visitors into leads for its dealer network," said Roy W. Olivier, President and CEO of ARI. "ARI's expanded digital marketing offerings allow us to enhance the value proposition we offer all of our clients from major manufacturers to single-location brick and mortar retailers."

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.



Additional Information

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For media inquiries, contact:

Colleen Brousil, Director of Marketing, ARI, +1-414-973-4323, colleen.brousil@arinet.com

Investor inquiries, contact:

Steven Hooser, Three Part Advisors, +1.214.872.2710, shooser@threepa.com