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## ARI's Digital Marketing Services Wins HME Business 2014 New Product Award

**Milwaukee, Wis., October 7, 2014** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that it has received an [HME Business](#) 2014 New Product Award in the Business Services category for its Digital Marketing Services. The inaugural winners of the award program were selected by the editors of *HME Business* magazine.

“It’s an honor to be among the winners of the 2014 New Product Awards,” said Roy W. Olivier, ARI President and CEO. “This recognition affirms ARI’s strategy to expand our Digital Marketing Services to better serve the growing needs of home medical equipment providers as they explore new online profit centers.”

ARI offers a full suite of Digital Marketing Services for HME providers including website management, social media management, search engine optimization, email marketing services and pay-per-click advertising services.

“It was exciting to launch this program, because it recognizes some of the top products in our industry,” said David Kopf, editor of *HME Business* magazine. “Our goal is to create a program that highlights key products and services in the industry, both in terms of offerings for patients and providing care, or items that providers use to improve their businesses.”

### **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)
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- Read more about ARI: [investor.arinet.com/about-us](http://investor.arinet.com/about-us)

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

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