



FOR IMMEDIATE RELEASE

Briggs & Stratton Corporation Selects ARI's PartStream®

Illustrated parts lookup solution added to improve online user experience

Milwaukee, Wis., Nov. 18, 2014 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that Briggs & Stratton Corporation has launched ARI's PartStream® illustrated parts lookup on its consumer-facing website at [BriggsandStratton.com](#).

"We strive to continue to improve the user experience on our website. We actively solicit and review user feedback and in doing so, uncovered that our parts lookup could use improvement," said Dave Cluka, Director of Customer Experience at Briggs and Stratton. "We believe that PartStream can not only provide a better user experience, but also reduce the burden on our team to maintain the previous, custom-built parts lookup tool."

The launch of PartStream builds upon a 15-year relationship with the manufacturer. Briggs and Stratton also uses ARI's B2B electronic parts lookup application, PartSmart Web®, as well as ARI's data publishing tool, PartSmart Data Manager®. In addition, ARI provides Briggs and Stratton's dealer network with access to parts catalogs for the manufacturer's complete brand portfolio through PartSmart®, ARI's award-winning electronic parts lookup tool.

"We welcome the opportunity to extend our relationship with Briggs & Stratton to provide consumers with a better online parts lookup experience," said Roy W. Olivier, President and CEO of ARI. "Identifying and ordering the right part online can be frustrating, even for the most technically-savvy consumer. We're confident that PartStream will reduce frustration, improve customer satisfaction and drive more online parts sales."

PartStream, ARI's illustrated parts lookup solution, can easily be added to any existing website to fuel eCommerce sales. Part numbers and descriptions are automatically indexed for search engine optimization, making it easy for buyers to find and purchase parts online.

About Briggs & Stratton Corporation

Briggs & Stratton Corporation, headquartered in Milwaukee, Wisconsin, is the world's largest producer of gasoline engines for outdoor power equipment. Its wholly owned subsidiaries include North America's number one marketer of portable generators and pressure washers, and it is a leading designer, manufacturer and marketer of lawn and garden, turf care and job site products through its Simplicity®, Snapper®, Ferris®, Murray®, Allmand, Branco® and Victa® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in over 100 countries on six continents.





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.

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