



FOR IMMEDIATE RELEASE

ARI and Shopatron Partner to Deliver Unified eCommerce Solution

Solution leverages established dealer networks with ship-from-store and in-store pickup options

Milwaukee, Wis., December 9, 2014 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) has partnered with Shopatron to provide manufacturers an eCommerce solution that makes it easy for online shoppers to identify parts, check inventory in real-time and select from multiple fulfillment options including ship from store and in-store pickup.

“This partnership allows manufacturers to not only increase the visibility of their products online enabling customers to identify, price and order parts and accessories, but also allows customers to receive their orders with unprecedented speed by leveraging the inventory of local dealers,” said ARI VP of Product Management, Brad Smith. “Our combined capabilities help manufacturers explore new, online profit centers and strengthen relationships with their dealers.”

The combined solution offers manufacturers:

- ARI’s illustrated parts lookup application which easily integrates with a manufacturer’s existing website and ordering system to provide consumers an easy-to-use, visually-driven shopping experience to identify, price and order parts online.
- Shopatron’s cloud-based distributed order management system which helps manufacturers seamlessly leverage available inventory across their extended supply chain including dealers, distribution centers and warehouses when fulfilling orders online.

This powerful eCommerce solution is already driving sales for Honda Engines, a division of American Honda Motor Co., Inc. “Offering the option to find and buy genuine Honda parts online gives our customers more flexibility, while still connecting them with the support of their local Honda dealers. It’s one more way to provide our customers with best-in-class service and support,” said Michael Rickey, Senior Manager, Honda Engines.

“The combination of ARI’s plug-and-play, consumer-oriented illustrated parts lookup application with our industry-leading order management system will help manufacturers compete and win in the rapidly changing retail landscape,” said Michael Quinn, Vice President of Alliances, Shopatron. “Top OEM brands such as Honda Engine are leading the charge in transforming how consumers buy products online. Our partnership with ARI provides manufacturers the flexibility and technological innovation that are needed to streamline the ordering process in a way never before possible.”



About Shopatron

Shopatron is the world's leading provider of cloud-based distributed order management. Powered by the patented Shopatron Order Exchange, Shopatron Manufacturer allows branded manufacturers like Ducati, Arctic Cat, and Suzuki to seamlessly leverage the available inventory in every retail storefront and distribution center when fulfilling online orders. Shopatron makes it easy and affordable to deploy advanced capabilities like in-store pickup and ship-from-store, or a full turnkey eCommerce solution without major up-front costs. Shopatron enables over 1,000 manufacturers to unite their eCommerce programs with their physical retail channels, increasing sales, speeding inventory turns and delivering a superior purchase experience to online shoppers. For more information on Shopatron, visit www.shopatron.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.

Additional Information

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