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**ARI Partners with ChannelAdvisor to Offer Powersports Dealers Multi-Channel, eCommerce Solution**

*Fully automated solution fuels PG&A sales across many online channels, such as eBay and Amazon*

**Milwaukee, Wis., February 16, 2015** – ARI Network Services Inc. (NASDAQ: [ARIS](#)) has partnered with ChannelAdvisor (NYSE: [ECOM](#)) to offer powersports dealers a fully automated, eCommerce solution enabling dealers to easily manage and optimize parts, garments and accessory (PG&A) sales across many online channels, such as eBay and Amazon.

The solution allows dealers that subscribe to ARI's proprietary PG&A eCatalog data to use the ChannelAdvisor solution to increase sales by feeding product information to multiple online sales channels seamlessly. The ability for dealers to easily syndicate content across sales channels is expected to increase sales of ARI's eCatalog data offering, which ensures consumers see fully optimized images, available colors, sizing and other information they need to make a buying decision.

"ARI's comprehensive content library helps powersports retailers maximize their online presence by offering robust product information to consumers," said Curt McDowell, ChannelAdvisor Automotive Business Development Manager. "Partnering with ARI and mapping content to actual inventory from multiple fulfillment partners allows us to offer retailers a comprehensive and streamlined process for scaling their businesses and growing their product catalogs online."

Integrating a dealer's ARI data subscription with ChannelAdvisor's cloud-based eCommerce solution seamlessly translates and distributes the dealer's product listings across third-party marketplaces. Robust reporting capabilities allow dealers to track progress across channels and make real-time, performance-based decisions to optimize online PG&A sales.

"This solution allows a dealer to go from manually entering a few parts on eBay to distributing thousands of SKUs across multiple online channels without adding a dedicated staff member," said Brad Smith, ARI's VP of Product Management. "This strategic partnership leverages the strengths of the absolute leaders in multi-channel eCommerce listing management and offers a premium solution which will appeal to the largest and most successful powersports dealers, allowing them to connect with shoppers where they buy, delivering product data in a clear and compelling format to help shoppers make confident buying decisions."





### **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 17 million active part and accessory SKUs and 750,000 equipment models. 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 23,500 equipment dealers, 195 distributors and 3,360 brands 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**

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