

#### FOR IMMEDIATE RELEASE

Leading Outdoor Power Equipment Manufacturer Selects ARI's eCatalog Solutions Manufacturer to launch B2B parts lookup solutions to support approximately 5,000 U.S. dealers

Milwaukee, Wis., February 26, 2015 – ARI Network Services Inc. (NASDAQ: ARIS) announced today that a manufacturer of market-leading handheld power equipment tools has selected ARI's award-winning B2B parts lookup solutions to support its network of approximately 5,000 U.S.-based dealers.

The outdoor power equipment manufacturer will implement ARI's cloud-based parts lookup solution, PartSmart Web<sup>®</sup>, on its dealer portal to allow dealers to quickly and easily identify, locate and buy replacement parts. In addition, the manufacturer will complement the solution by providing its dealers with subscription access to its eCatalog content via PartSmart®, ARI's desktop-based parts lookup application. The three-year agreement has the potential to reach approximately \$800,000 in value.

"The implementation of our B2B eCatalog solutions will allow the manufacturer to improve the functionality of its dealer portal to increase sales, improve customer satisfaction and reduce product returns," said Roy W. Olivier, ARI's President and CEO. "As a global leader in publishing, supporting and distributing optimized product data, we're confident our eCatalog solutions will help this leading manufacturer and its dealer network Sell More Stuff!™ online and in-store." According to Olivier, both solutions are expected to launch July 1, 2015.

### 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.

#### **Additional Information**

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