



FOR IMMEDIATE RELEASE

Leading Outdoor Power Equipment Manufacturer Launches ARI's PartStream®
Mobile-friendly illustrated parts lookup solution critical element of eCommerce launch

Milwaukee, Wis., April 6, 2015 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that a leading outdoor power equipment manufacturer has launched ARI's PartStream® illustrated parts lookup to power the shopping experience on its consumer-facing website.

The manufacturer sought a mobile-friendly solution that would offer shoppers the ability to quickly and easily find and buy replacement parts on its website. ARI worked in collaboration with the manufacturer's eCommerce development partner to create a replacement parts shopping experience optimized for both desktop and mobile browsers.

"With mobile browsing eclipsing desktop browsing in the summer of 2014, the manufacturer recognized that it is more critical than ever for brands to create an online shopping experience that works seamlessly across devices," said Brad Smith, ARI's Vice President of Product Management. "We're confident that the mobile-friendly eCommerce experience enabled by PartStream will deliver a superior shopping experience across all devices, 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 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.



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