



FOR IMMEDIATE RELEASE

ARI's Premium Directory Management Receives Dealers Choice and 2015 New Product Awards
Recognition Affirms Value of ARI Products in the Outdoor Power and HME Industries

Milwaukee, Wis., November 12, 2015 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that its Premium Directory Management (PDM) solution has received a *Power Equipment Trade* magazine Dealers Choice Award and an *HME Business* magazine 2015 New Product Award.

Dealers Choice Awards were selected based on votes cast by outdoor power dealers to recognize the most innovative products on display at this year's GIE+EXPO. "The purpose of the Dealers Choice Awards is to provide dealers with an opportunity to vote for those products and services that they believe can add value to their businesses," said Jessica Johnson, Managing Editor of *Power Equipment Trade*. "We are pleased to recognize ARI and Premium Directory Management as this year's winner in the Business Management Services category."

The *HME Business* New Product Award honors outstanding product development achievements by HME manufacturers and service providers. "It is exciting to see how many outstanding products are being introduced in our industry," said David Kopf, Editor of *HME Business* magazine. "The entries demonstrate that today's manufacturers and business service companies are giving providers the tools they need to survive and thrive despite a difficult reimbursement and regulatory environment."

Premium Directory Management, offered through ARI's suite of Digital Marketing Services, is designed to help businesses take control of their online branding and tap into 7.5 billion local searches. PDM ensures that all of a business's information – name, address, phone, hours, website URL and much more – is accurate and consistent across all of the premium online directories, maps and navigational apps, without adding extra hours to a dealer's already long day.

"Winning these awards is an honor and further confirmation that our commitment to help our customers grow their businesses through industry-leading digital marketing services is delivering on that promise," said Brad Smith, ARI's Vice President of Product Management.

This is not the first time that ARI products have been recognized. ARI's dealer websites, FootSteps® and PartStream® received Dealers Choice Awards in previous years, and Digital Marketing Services received a 2014 *HME Business* New Product Award.

Dealers and providers interested in learning more about ARI's solutions, including Premium Directory Management, should call 800.755.6040.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers an award-winning suite of SaaS, 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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