



FOR IMMEDIATE RELEASE

Everglades by Dougherty Names ARI Preferred Website Provider

Milwaukee, Wis., Jan. 25, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that it has signed an agreement with Everglades by Dougherty, a leading fishing boat manufacturer, to offer its international network of more than 40 independent marine dealers with co-op reimbursement on ARI’s award-winning, marine dealer website platform.

“In the competitive marine marketplace, a strong online presence is critical, and ARI’s website solution will empower our dealers to capture local search traffic and generate a strong pipeline of new boat sales leads,” said Shane Kawterski, Everglades Marketing Specialist.

Fully optimized for search engines and mobile browsing, ARI’s marine dealer websites offer industry-specific features including enriched OEM and aftermarket brochures and parts catalogs, a merchandise manager that allows dealers to display their inventory, service scheduling tools and eCommerce functionality.

“We are honored to be selected as the preferred website provider for Everglades by Dougherty,” said Justin Di Vilio, ARI Director of Business Development – Marine. “This co-op program offers marine dealers a distinct advantage by attracting online shoppers and driving qualified leads, ultimately resulting in increased online leads and in-store sales for the Everglades dealer network.”

Dealers interested in learning more about ARI’s marine dealer websites can visit <http://arimarine.com> or 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.



About Everglades by Dougherty

The Dougherty family has spent a lifetime designing, building, running and enjoying what they call “unsinkable offshore boats”. In 1960, company founder Bob Dougherty joined Boston Whaler where he was key in developing the “unsinkable hull”. During his 30-year tenure he perfected the process, introduced the first V-bottom Whaler and became Senior Vice President of Product Development and Engineering. In 2001, Bob Dougherty was ready for a new challenge and Everglades Boats was born. The product line has grown to include center consoles, pilot houses and cabin models from 23 to 43 feet. With over 50 years of dedication to innovation in boat building, Bob Dougherty and the Everglades team continue to innovate upon their line of industry-leading family fishing boats. For more information on Everglades by Dougherty, visit www.evergladesboats.com.

Additional Information

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[ARI Logo Hi Res](#) | [ARI Logo Low Res](#)

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