



FOR IMMEDIATE RELEASE

ARI Network Services, Inc. to Provide Branded Websites for Toro's North American Dealer Network

Milwaukee, Wis., January 5, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today it has signed an agreement with The Toro Company (NYSE: [TTC](#)), a global leader in the outdoor power equipment industry, to build and host Toro-branded websites for its network of residential and landscape contractor equipment dealers throughout North America.

Leveraging the power of ARI's award-winning dealer website platform, the branded sites offer Toro dealers easy access to the company's full library of pre-loaded inventory data and the latest information on new products and promotions. In addition, the Toro-branded dealer websites will be the exclusive approved sites to which the company's online dealer locator will point. Dealers will have the option to link from their respective Toro-branded website to a new or existing dealer website.

"ARI has given us a solution that provides our dealers with a fully Toro-branded online experience for the 2016 spring selling season," explains Rob Little, Marketing Director for Toro's Residential & Landscape Contractor Businesses. "We'll now be better equipped to help our dealers promote Toro's strongest offers through up-to-date banners and other information we'll auto-populate on their Toro-branded pages."

"We are excited to work with Toro to offer its dealers a seamless, branded online experience to drive online leads and in-store sales," said Roy W. Olivier, ARI President and CEO. "The launch of our robust, user-friendly OPE dealer website platform paired with the ability to integrate product data for equipment and parts from The Toro Company will help the Toro dealer network *Sell More Stuff!™*"

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

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