



**FOR IMMEDIATE RELEASE**

## **ARI's Digital Marketing Services Wins *Powersports Business* Nifty 50 Award**

*Recognition Affirms Value of ARI Products in the Powersports Industry*

**Milwaukee, Wis., February 16, 2016** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that its Digital Marketing Services has received a 2016 *Powersports Business* Nifty 50 Award. Winners of the Nifty 50 Awards were selected by the editors of *Powersports Business*.

"There were a record number of entrants for the 2016 Nifty 50 program, and ARI's upgraded Digital Marketing Services stands out in a crowded field of parts, accessories and services that are new or improved for 2016," said Dave McMahon, Editor-in-Chief of *Powersports Business*. "With each Nifty 50 winner, we seek products that simply drive dealer profitability, and ARI's Digital Marketing Services entrant helps them do that."

Introduced in January of 2016, ARI's All-New Digital Marketing Services are designed to uniquely meet the needs of today's powersports dealer – from a one-man PG&A operation to a multi-location powerhouse dealer. The new packages make it easy for every dealer to attract more prospects, strengthen customer loyalty and Sell More Stuff!™ Innovative blended packages offer a mix of capabilities including Premium Directory Management, online reputation monitoring, syndicated social media content feeds, search engine optimization, custom content generation, email marketing and pay-per-click advertising that work together to drive more sales.

"Recognizing changes in the marketing landscape, we carefully crafted our award-winning Digital Marketing Services to address the growing challenges powersports dealers face in today's digital-first consumer market," said Brad Smith, ARI's Vice President of Product Management. "Winning this award is an honor and independent confirmation that our offering drives increased sales and returns for dealers."

This is not the first time that ARI's products have been recognized by *Powersports Business*, ARI's dealer websites, AccessorySmart®, FootSteps® and SearchEngineSmart® have all been previously named to the Nifty 50.

Dealers interested in learning more about ARI's solutions, including Digital Marketing Services, can visit [arinet.com](http://arinet.com) to learn more 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](http://investor.arinet.com).

#### **About Powersports Business Magazine**

*Powersports Business* is the first place the powersports industry looks for breaking news and industry trends. The magazine gives dealers, distributors and manufacturers timely business news and analysis 14 times per year. Beyond the magazine and [PowersportsBusiness.com](http://PowersportsBusiness.com), *Powersports Business* produces an annual Market Data Book. Additional resources include an e-newsletter three times per week and exclusive industry data via webinars and other editorial products.

#### **Additional Information**

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

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