



FOR IMMEDIATE RELEASE

ARI Launches Inventory Notifier

Provides Automated Inventory Availability Alerts to Buyers

Milwaukee, Wis., March 22, 2016 – ARI Network Services, Inc. (NASDAQ: ARIS) announced today the launch of Inventory Notifier. The new feature has been added to ARI’s award-winning Endeavor Dealer Website platform for powersports, outdoor power, marine and RV dealers.

Inventory Notifier allows dealers to capture more qualified leads by providing customers with a convenient path to request updates on dealer inventory that may not currently be in stock. If a customer doesn’t immediately find the product they are looking for, instead of moving on to a competitor’s website, they now have the opportunity to define their selection criteria and request email notification when matching inventory becomes available. Email notifications with a list of newly-arrived inventory that matches their request are sent automatically by Inventory Notifier. All inventory requests are captured and available to dealers, providing immediate insights into current sales opportunities.

“Today’s consumers expect to research products online and connect with items that match their needs quickly and easily,” said Brad Smith, ARI Vice President of Product Management. “If they can’t find what they’re looking for and no further research options are available, they’ll move on to another website. Inventory Notifier captures customer needs and automatically connects them to curated, newly-available inventory to drive increased lead capture and customer engagement, and ultimately help dealers sell more units.”

Dealers interested in learning more about ARI Dealer Websites should contact ARI at 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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