



FOR IMMEDIATE RELEASE

Leading RV Manufacturer Selects ARI's Lead Management Solution for Dealer Network

Milwaukee, Wis., April 5, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that a leading recreational vehicle manufacturer has selected ARI to provide FootSteps® Channel Connect to its network of approximately 1,000 dealers to electronically capture, track and nurture all in-store customer visits, inbound/outbound sales calls and Internet leads.

ARI's cloud-based FootSteps Channel Connect will be deployed to provide the manufacturer and its dealers with an easy-to-use lead management solution to convert more shoppers into buyers.

"We're pleased to welcome another RV industry leader to the growing number of manufacturers leveraging FootSteps Channel Connect to help its dealer network Sell More Stuff!™," said Roy W. Olivier, ARI President and CEO. "Channel Connect puts the manufacturer in the driver's seat and provides them with complete visibility and control of all inbound leads, which will ultimately result in more RV sales."

FootSteps Channel Connect helps manufacturers exceed buyers' expectations by delivering an immediate response while simultaneously automating the lead distribution process – getting every lead into the hands of an authorized dealer. When a consumer visits a manufacturer's website and requests a product catalog or more information, FootSteps Channel Connect automatically assigns the lead to the nearest dealership and then automates the followup, scheduling and management reporting to increase sales conversion rates.

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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For media inquiries, contact:

Colleen Malloy, Director of Marketing, ARI, +1.414.973.4323, colleen.malloy@arinet.com

Investor inquiries, contact:

Steven Hooser, Three Part Advisors, +1.214.872.2710, shooser@threepa.com

