



FOR IMMEDIATE RELEASE

**Land 'N' Sea Distributing, Inc. Selects ARI as Dealer Website Provider for Its
Network of RV Dealers**

Milwaukee, Wis., July 21, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that it has signed an agreement with Land 'N' Sea, an industry leader in RV, marine and powersports parts and accessories wholesale distribution, to replace Bell Recreational Product Group's [Bellrpg.net](#) website program with ARI-powered branded microsities.

Under the agreement, the microsities will be provided to eligible RV dealers which will include pre-loaded merchandising banners, Land 'N' Sea P&A catalogs, lead management forms and an eCommerce platform. Dealers will also receive quarterly consultations and free online presence assessments as well as special offers on full ARI-powered RV dealer websites and other ARI products and services.

In addition, ARI will convert and optimize Land 'N' Sea's complete P&A catalogs, including the Bell RPG catalogs, into a consumer-oriented, illustrated parts lookup format to allow buyers to easily look up and order parts on ARI-powered dealer websites.

"With more and more of today's RV buyers researching products online, we recognized the importance of providing consumers with a seamless, branded online experience," said Tom Schuessler, President of Land 'N' Sea. "We're confident that ARI's branded microsities will help our dealers take their online presence to the next level."

Fully optimized for search engines and mobile browsing, ARI's RV 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're excited to have been selected as an approved provider of dealer websites by Land 'N' Sea," said Roy W. Olivier, ARI President and CEO. "We welcome the opportunity to work with Land 'N' Sea to help their RV dealers attract more online shoppers, drive more qualified leads and sell more P&A."

Dealers interested in learning more about ARI-powered websites should visit www.arirecreationalvehicles.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 (P&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 Land 'N' Sea Distributing, Inc.

Land 'N' Sea Distributing, Inc. is a full service, wholesale-only distributor, serving the marine, RV and powersports industries for more than 40 years. With more than 60,000 parts and accessories available from 14 warehouses, Land 'N' Sea prides itself in fast, efficient delivery throughout the U.S. and Canada. In a cooperative effort with Mercury Marine's Latin America and Caribbean division, Land 'N' Sea serves over 60 countries worldwide. For many years, Land 'N' Sea has been recognized as the industry leader with the most innovative marketing and dealer support programs. For more information on Land 'N' Sea, visit landnsea.com

Additional Information

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

For media inquiries, contact:

Colleen Malloy, Director of Marketing, ARI, 414.973.4323, colleen.malloy@arinet.com

Investor inquiries, contact:

Steven Hooser, Three Part Advisors, 214.872.2710, shooser@threepa.com