



For Immediate Release

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**Polaris Industries Inc.® Selects ARI's PartSmart®;
Global Electric Motorcars (GEM) Parts Catalogs to be featured on Leading Parts Lookup**

MILWAUKEE, Nov. 9, 2011 – ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions that help dealers, distributors and manufacturers in selected vertical markets increase revenue and reduce costs, announced today that Polaris Industries, located in Minneapolis, Minn., will provide GEM car dealers with access to parts and service information via PartSmart®, ARI's renowned CD-based electronic parts catalogs.

GEM, a growing brand within Polaris®, is the recognized leader in the low-speed vehicle market, with a worldwide presence. Under the agreement with ARI, authorized GEM dealers will be able to use PartSmart to look up parts and service information for GEM's complete line of electric-powered vehicles, including the e2, e4, e6, eS, eL, and eL XD models.

"We've partnered with ARI for more than 10 years to provide our Polaris® and Victory® dealers with up-to-date parts and pricing information through PartSmart," said Marlys Knutson, spokesperson at Polaris. "To support our strategy to further penetrate the On-Road market and grow GEM sales, we recognize the importance of providing GEM dealers with the tools they need to be successful. Polaris® and Victory® dealers who use PartSmart today have been able to streamline their parts lookup process, gain efficiencies and increase customer satisfaction. We are confident that GEM dealers will experience the same results, which will help them increase sales and grow profits."

PartSmart is ARI's premier parts lookup software known to more than 50,000 users worldwide. It provides the fastest way to find the right part the first time by providing more information with fewer keystrokes and mouse clicks. PartSmart interfaces with more than 90 dealer business management systems to drive even more efficiency. PartSmart offers time-saving features, including easy navigation, a single log in, a single and familiar user interface, updates via the Internet, and thumbnail browsing.

"ARI welcomes the opportunity to expand its long-standing relationship with Polaris," said Roy W. Olivier, President and Chief Executive Officer at ARI. "Polaris Industries' decision to provide GEM dealers with access to PartSmart is a testament to the strength of our products and services. We are committed to providing Polaris®, Victory® and GEM dealers with the solutions they need today to enhance their way of doing business tomorrow."

About Polaris

With annual 2010 sales of \$1.99 billion, Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles (ORVs), including all-terrain vehicles (ATVs) and the Polaris *RANGER*® for recreational and utility use, snowmobiles, motorcycles and On-Road electric powered vehicles.

Polaris is a recognized leader in the powersports industry, among the global sales leaders for both snowmobiles and ORVs. The Company has established a presence in the heavyweight cruiser and touring motorcycle market with Victory motorcycles and the acquisition of the Indian motorcycle brand. Additionally, Polaris continues to invest in the Global On-Road low speed vehicle industry with internally developed vehicles and the acquisition of Global Electric Motorcars (GEM). Polaris enhances the riding experience with a complete line of Pure Polaris apparel, accessories and parts, available at Polaris dealerships.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicles accessories are available from authorized Polaris dealers or anytime at www.polarisindustries.com.

About ARI

ARI (OTCBB:ARIS) was incorporated in Wisconsin in 1981 and is a leading innovator of products and solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Products and services include eCommerce-enabled websites, lead generation/lead management services, search engine marketing, and electronic catalogs (parts, garments, and accessories).

ARI markets its products and services through multiple sales channels and geographic markets serving approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in over 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also has a sales and service office in the Netherlands serving the EMEA and APAC markets.

For more information on ARI, please visit our Website at www.arinet.com.