



For Immediate Release

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ARI's FootSteps™ Essentials Receives Nifty 50 Award

Voted One of the Top 50 must-see products at this year's trade shows

Milwaukee, Wis., February 22, 2012 – ARI Network Services, Inc. (OTCBB:ARIS), the provider of technology-based business solutions designed to increase sales, announced today that FootSteps™ Essentials recently received *Powersports Business* magazine's 2012 Nifty 50 Award. Winners of the Nifty 50 Awards were selected by the editors from Powersports Business and its sister consumer magazines in the powersports industry.

Based on ARI's award-winning lead management solution, FootSteps Essentials helps dealers convert more opportunities into sales by easily automating a consistent lead nurturing and communication strategy, and efficiently managing the sales process.

"Powersports Business selected 50 products and services that we considered must-see items at this year's Dealer Expo," said Dave McMahon, Senior Editor at *Powersports Business*. "These Nifty 50 items, we suspect, will be the most interesting and possibly the most profitable for the coming selling season. We are happy to recognize ARI and FootSteps Essentials as a winner of a Nifty 50 Award."

"Having FootSteps Essentials selected as one of the most promising products in 2012 is a great honor," said Jon L. Lintvet, Chief Marketing Officer and Vice President of Product at ARI. "FootSteps Essentials includes all the key features a dealership needs to convert more opportunities into sales, faster. Single-location dealers and dealers who are new to lead management can get started using this affordable edition and easily upgrade to FootSteps Professional as their needs grow," added Lintvet. "We are thrilled to have won Nifty 50 awards for ARI products – including WebsiteSmart™, FootSteps™ and SearchEngineSmart™ – in five out of the last 6 years."

Dealers can now experience FootSteps Essentials firsthand and free of charge for 30 days at TryFootSteps.com. Dealers who attended Dealer Expo, held in Indianapolis, had the opportunity to meet with ARI team members for hands-on demonstrations of FootSteps Essentials and other new products, including PartStream™ Essentials, PartStream™ Mobile and AccessoryStream™.

ARI

About Powersports Business Magazine

Powersports Business is the first place the powersports industry looks for breaking news. The magazine gives dealers, distributors, and manufacturers timely business news and analysis every three weeks.

Beyond the magazine and powersportsbusiness.com, Powersports Business produces an annual Dealer Directory and Market Data Book. Additional resources include our twice-weekly e-newsletter, regular e-white papers and exclusive industry data.

About ARI

ARI Network Services (OTCBB: ARIS) is a leading innovator of SaaS solutions that serve several vertical markets with a focus on the outdoor power, powersports, marine, RV, and appliance segments. Solutions 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, and currently serves approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI has customers in more than 100 countries with the primary market being the Americas served by multiple U.S. offices. The company also maintains sales and service operations in the Netherlands, serving the EMEA and APAC markets.

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

Private Securities Litigation Reform Act

Statements in this news release that are not of a historical nature are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. The forward-looking statements can generally be identified by words such as "believes," "anticipates," "expects" or words of similar meaning. Forward-looking statements also include statements relating to the Company's future performance, such as future prospects, revenues, profits and cash flow. The forward-looking statements are subject to risks and uncertainties, which may cause actual results to be materially different from any future performance suggested in the forward-looking statements. Such risks and uncertainties include those factors described in Part 1A of the Company's annual report on Form 10-K for fiscal year ended July 31, 2011, filed with the Securities and Exchange Commission earlier today. Readers are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements. For more information, please refer to the Company's filings with the Securities and Exchange Commission.