

For Immediate Release

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ARI Announces Integration of WebsiteSmart™ with CycleTrader.com

Integration enables WebsiteSmart™ subscribers to automatically upload vehicle inventory

Milwaukee, Wis., October 16, 2012 – ARI Network Services, Inc. (OTCBB: ARIS), a leader in creating, marketing, and supporting SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today that ARI has been named an official inventory feed provider for CycleTrader.com. CycleTrader.com is one of the nation's most popular classified sites to buy and sell new and used motorcycles.

The integration with CycleTrader is an optional add-on to ARI's WebsiteSmart solution. Dealers can now easily synchronize inventory listings between their ARI website and CycleTrader. The integration also includes the ability to upload inventory to ATVTrader.com, PWCTrader.com and SnowmobileTraderonline.com.

"We're excited to provide our WebsiteSmart customers with the ability to automatically upload inventory to CycleTrader," said Brad Smith, Director of Product Management at ARI. "The integration will help ARI customers save valuable time and sell more products. We're confident that dealers will welcome this addition and will quickly see direct bottom-line results."

"We had been uploading our bike inventory to CycleTrader manually. When ARI presented us the option to integrate our website with CycleTrader, we jumped at the opportunity," said Matt Mechling, owner of Interstate Cycle, Inc., Cornelius, N.C. "WebsiteSmart's new integration has not only improved the accuracy of our listings and our overall efficiency, but has also saved us a great deal of time and effort. That means that our bikes hit CycleTrader faster, and that translates into quicker sales."



About Cycle Trader

CycleTrader is the premier online powersports marketplace. With more than 170,000 vehicles available, CycleTrader offers the widest selection of powersports vehicles online, connecting buyers and sellers to new and used motorcycles, ATVs, PWCs, and snowmobiles. CycleTrader is a division of Dominion Powersports, a subsidiary of Dominion Enterprises. For more information, visit www.CycleTrader.com.

About ARI

ARI Network Services, Inc. ("ARI" or the "Company") is a leader in creating, marketing, and supporting software, software as a service ("SaaS") and data as a service ("DaaS") solutions that enhance revenue and reduce costs for our customers. Our innovative, technology-enabled solutions connect the community of consumers, dealers, distributors, and manufacturers to help our customers efficiently service and sell more whole goods, parts, garments, and accessories ("PG&A") worldwide in selected vertical markets that include power sports, outdoor power equipment, marine, and white goods. We estimate that approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

For more information on ARI, please visit 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.