



**For Immediate Release**

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**ARI's PartStream™ Receives Dealers Choice Award in Business Services Category**

*Power Equipment Trade* award recognizes top innovative products at 2012 GIE+EXPO

**Milwaukee, Wis., November 20, 2012** – ARI (OTCBB:ARIS) 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 it has received a 2012 Dealers Choice Award in the Business Services category for PartStream™. The award was presented by *Power Equipment Trade* magazine at the 2012 GIE+EXPO held in Louisville, Ky.

Winners of the Dealers Choice Awards were selected based on votes cast by outdoor power dealers to recognize the most innovative products on display at GIE+EXPO in five categories: Accessory/Attachment; Business Services; Handheld; Industrial/Engine and Wheeled.

PartStream is ARI's illustrated parts lookup application that seamlessly adds eCommerce-enabled OEM parts lookup to any website. PartStream is easily configurable and allows manufacturers, distributors and dealers to drive online sales and increase profits.

"We're excited to have PartStream voted by dealers as one of the top products on display at GIE+EXPO," said Jon M. Lintvet, Vice President of Product and Chief Marketing Officer at ARI. "PartStream was developed to address growing demand for a consumer-facing, easy-to-use parts lookup solution that could be bolted onto an existing website. Winning this award is an honor and is further confirmation our solutions uniquely help our customers increase sales and grow their business." According to Lintvet, WebsiteSmart™ and FootSteps™, ARI's dealer website and lead management solutions respectively, were selected for Dealers Choice Awards at previous GIE+EXPO shows.

"The purpose of the Dealers Choice Awards is to provide dealers with an opportunity to vote for those products and services that they believe can add value to their businesses," said Dan Shell, Managing Editor of *Power Equipment Trade*. "We want to acknowledge companies who are committed to helping dealers and develop products and services that meet those needs. We are pleased to recognize ARI and PartStream as this year's winner in the Business Services category."



Dealers who attended GIE+EXPO had the opportunity to meet with ARI team members for hands-on demonstrations of PartStream and other ARI products, including PartSmart®, WebsiteSmart and FootSteps. Dealers can now experience PartStream firsthand and free of charge for 30 days at [TryPartStream.com](http://TryPartStream.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 19,000 equipment dealers, 140 manufacturers, and 195 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

For more information on ARI, please visit [www.arinet.com](http://www.arinet.com).

### **Forward Looking Statements**

Certain statements in this news release contain “forward-looking statements” regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933. All statements other than statements of historical facts are statements that could be deemed to be forward-looking statements. These statements are based on current expectations, estimates, forecasts, and projects about the markets in which we operate and the beliefs and assumptions of our management. Words such as “expects,” “anticipates,” “targets,” “goals,” “projects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “endeavors,” “strives,” “may,” or variations of such words, and similar expressions are intended to identify such forward-looking statements. Readers are cautioned that these forward-looking statements are subject to a number of risks, uncertainties and assumptions that are difficult to predict, estimate or verify. Therefore, actual results may differ materially and adversely from those expressed in any 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, 2012, filed with the Securities and Exchange Commission. 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.