



For Immediate Release

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50 Below, an ARI company, Launches New Inventory Listing Service
Service helps its dealers Sell More Stuff!™ on Craigslist, eBay and facebook

Milwaukee, Wis., February 13, 2013 – ARI Network Services (OTCBB: ARIS), a leader in creating, marketing, and supporting software, SaaS and DaaS solutions that connect consumers, dealers, distributors, and manufacturers in selected vertical markets, announced today that powersports dealers with a 50 Below Customer First™ website may now post inventory to Craigslist, eBay and facebook.

This new website add-on enables dealers to easily post new and used vehicle advertisements containing detailed product information and photos on Craigslist and eBay. In addition, dealers will be able to share their inventory listings and information with fans following their facebook page.

“In the US alone, Craigslist’s 60 million monthly users generate more than 50 billion page views,” said Jon M. Lintvet, Chief Marketing Officer and Vice President of Product for ARI. “In addition, more than 14 million buyers shop on eBay Motors every month and facebook now reaches more than 1 billion monthly users. The reach of these low-cost channels is astounding and growing,” added Lintvet. “It is critical that dealers reach these buyers and our new listing service helps dealers do that easily and profitably.”

Dealers attending Dealer Expo in Indianapolis, Ind., February 15-17, will have the opportunity to meet with the ARI team for a first look and hands-on demonstration. In addition, dealers will be entered to win a Travis Pastrana jersey and a \$100 Visa gift card.

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 automotive tire and wheel, powersports, outdoor power equipment, marine, and white goods. We estimate that more than 22,000 equipment dealers, 140 manufacturers, and 195 distributors worldwide leverage our technology to drive revenue, gain efficiencies and increase customer satisfaction.

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.