

FOR IMMEDIATE RELEASE

50 Below, an ARI Company, Announces Upgrade of Its Award-Winning Website Platform for Powersports Dealers

Upgrades expand market leading offering to help Dealers Sell More Stuff!™

Milwaukee, Wis., July 17, 2013 – ARI Network Services (OTCBB: [ARIS](#)), a leading provider of website, software and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, announced today that it has upgraded its award-winning website platform used by powersports dealers.

“As a market-leading provider of website solutions for powersports dealers, we are committed to creating engaging consumer website experiences that generate more leads and sales for our customers,” said Roy W. Olivier, President and CEO of ARI. “This release supports the unique needs of these dealers and improves the overall usability and effectiveness of their websites. We’re confident that these enhancements will help dealers generate more online and in-store sales,” added Olivier.

Highlights of the upgrade include:

Enhanced Integration with ADP Lightspeed Enables Seamless Inventory Upload

Expanded connectivity with ADP Lightspeed makes it easier for powersports dealers to seamlessly display all current inventory and sell more parts, garments and accessories.

New Mobile Parts Lookup Makes it Easier for Consumers to Look Up and Order Parts Online

A mobile-optimized parts lookup option, powered by ARI’s award-winning lookup solution, PartStream™, now enables consumers visiting a dealer’s website to quickly and easily look up and order parts online 24/7 from mobile devices.

New Inventory Pages Generate More Sales Leads and Drive Higher Conversion Rates

Enhanced Vehicle Detail, Inventory and Showcase pages for new and used inventory enable dealers to display upgraded vehicle-specific call-to-action buttons. Consumers viewing inventory can now more easily request unit specific information, apply for financing, get an insurance quote, and more.

New ARI-Powered User Tools Improve the Consumer Experience and Increase Sales

Power User Tools now enable dealers to display larger (up to 40%) vehicle images, parts thumbnails and hotspotting on parts lookup diagrams, helping consumers quickly identify the products, parts and services they are looking for to increase sales.

About ARI

ARI Network Services, Inc. (“ARI”) (OTCBB: [ARIS](#)) creates award-winning software-as-a-service (“SaaS”) and data-as-a-service (“DaaS”) solutions that help equipment manufacturers, distributors and dealers in selected vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary library of enriched original equipment and aftermarket content that spans more than

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10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories (“PG&A”) for customers in automotive tire and wheel, powersports, outdoor power equipment, marine, RV and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™. For more information on ARI, visit www.investor.arinet.com.

Additional Information

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- Become a fan of ARI on Facebook: www.facebook.com/ARINetwork
- Read more about ARI: www.investor.arinet.com/about-us

(Roy W. Olivier Photo: http://arinet.com/images/uploads/press_release_images/RoyWOlivier1.png)

(ARI Logo: http://arinet.com/images/uploads/press_release_images/NewLogoTransparency_Black.jpg)

(Product Screenshot: http://arinet.com/images/uploads/press_release_images/582_ProductImage_Powersports.jpg)

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.

For More Information, contact

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