

ARI Announces Acquisition of Duo Web Solutions

Acquisition expands ARI's online solutions to include digital marketing services

Milwaukee, Wis., November 5, 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 acquired Duo Web Solutions, the leading provider of social media and online marketing services for the powersports industry. Terms of the transaction were not disclosed.

“This acquisition is in direct alignment with our strategy to grow the digital marketing services side of the business. Duo Web Solutions’ proven social media services, including reputation management and SEM services will now be available to dealers, distributors and manufacturers in all the verticals we serve,” said Roy W. Olivier, President and CEO of ARI. “Together, we can deliver integrated digital marketing services designed to drive traffic online and in-store to grow our customers’ businesses.”

Heather Blessington, CEO of Duo Web Solutions, will join the ARI management team as Chief Marketing Officer (CMO). In her role as CMO, Blessington will be responsible for corporate brand strategy, marketing communications, and facilitating revenue growth through sales and marketing initiatives. “We are very pleased to have Heather join ARI’s executive team. She brings over 20 years of digital marketing experience with a track record of success delivering online marketing strategies to leading dealers, distributors and manufacturers,” added Olivier. “Her passion and dedication to helping dealers grow their businesses is well established and we’re confident she will have a significant impact on ARI’s continued success.”

“I am very proud to join the ARI team and to be a part of a rapidly growing, innovative company that recognizes the power of digital and social media marketing,” said Blessington. “My goal is to continually work with ARI’s team to enhance our value proposition for all customers. I look forward to launching ARI’s expanded services in the digital marketing space.”

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 22,000 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, 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)

(Heather Blessington Photo Logo: http://arinet.com/images/uploads/press_release_images/HBlessington.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.

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