



**FOR IMMEDIATE RELEASE**

**Liquid Combustion Technology Signs Data Licensing Agreement With ARI**

**Milwaukee, Wis., August 14, 2014** – ARI Network Services Inc. (NASDAQ: [ARIS](#)) announced today that [Liquid Combustion Technology](#) (LCT), has signed a data license agreement which will enable ARI to expand its B2B and B2C eCatalog offerings to a global network of more than 15,000 dealers and distributors.

“This new agreement will allow us to bundle the LCT eCatalog data with [Certified Parts Corporation \(CPC\)](#)’s popular [TecumsehPower Company](#) and [Lauson Power Products](#) eCatalogs, giving outdoor power equipment dealers worldwide a one-stop resource for this highly demanded replacement part data,” said Campion Jaques, Director, Content Services & International Sales for ARI. “We’re thrilled to build upon our long-standing relationship with Certified Parts Corporation as we enter into this agreement with LCT.”

LCT is the manufacturer of Lauson®, SnowKing® and StormForce branded engines and is the private label manufacturer for many major OEMs. Both Lauson Power Products and LCT are serviced by Certified Parts Corporation’s TecumsehPower Company dealer network.

“LCT is proud to partner with ARI to provide additional access to our service parts as we continue to expand our presence in the marketplace,” said Larry Zeman, LCT VP of Snow Engine Products.

“ARI efficiently allows our dealers, the TecumsehPower dealer network, to identify and maintain inventory of parts required to meet customers’ needs. We recognize dealers have many brands of products that come into their shops, and we believe merging the data with the TecumsehPower/Lauson information from Certified Parts Corporation is the most efficient and cost-effective method for the dealer base.”

**About Liquid Combustion Technology**

Liquid Combustion Technology (LCT) is a U.S. managed and operated company that manufactures air-cooled four-cycle gasoline engines for related outdoor power equipment markets. The brand has a proven track record of quality and engineering excellence with hundreds of thousands of engines sold to world class OEMs and retailers in North America alone. Its extensive service network is supported by Certified Parts Corporation (CPC)’s TecumsehPower Company dealer network. Learn more at [lctusa.com](#) and [lausonpower.com](#).

**About ARI**

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) offers an award-winning suite of data-driven software tools and marketing services to help dealers, equipment manufacturers and distributors in selected



vertical markets Sell More Stuff!™ – online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. Business is complicated, but we believe our customers’ technology tools don’t have to be. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, home medical equipment, recreational vehicles and white goods industries. More than 22,000 equipment dealers, 195 distributors and 1,500 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit [investor.arinet.com](http://investor.arinet.com).

#### **Additional Information**

- Follow @ARI\_Net on Twitter: [twitter.com/ARI\\_Net](https://twitter.com/ARI_Net)
- Become a fan of ARI on Facebook: [www.facebook.com/ARInetwork](https://www.facebook.com/ARInetwork)
- Join us on G+: [plus.google.com](https://plus.google.com)
- LinkedIn: [www.linkedin.com](https://www.linkedin.com)
- Read more about ARI: [investor.arinet.com/about-us](http://investor.arinet.com/about-us)

#### **Images for media use only**

[Campion Jaques Hi Res](#) | [Campion Jaques Low Res](#)

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