



**FOR IMMEDIATE RELEASE**

**Outdoor Power Equipment Sales and Service Leader Selects ARI's DataSmart™**

*Weingartz to utilize eCatalog content subscription to offer website visitors custom shopping experience*

**Milwaukee, Wis., March 18, 2015** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that [Weingartz](#), a leader in the sales and service of outdoor power equipment and parts, has selected DataSmart™, ARI's eCatalog content subscription. ARI's data API allows Weingartz to fully customize the online parts lookup user experience for its website visitors at [www.weingartz.com](http://www.weingartz.com).

"We are committed to offering the same exceptional customer experience online as a customer can find in our stores," said Weingartz President Dan Weingartz. "The most challenging aspect of that is transferring the expertise that our employees provide. We see DataSmart as being a part of that solution. By being able to integrate the ARI interactive parts diagrams fully into our site navigation, search and content, we feel that we are taking a significant step in providing a seamless user experience."

ARI's data-as-a-service solution provides Weingartz with access to ARI's proprietary data repository of enriched product content for more than 17 million active SKUs and 750,000 equipment models. The product data is fully optimized including images, part numbers, assembly drawings, descriptions and more.

"In the highly competitive online parts sales business, Weingartz recognized that they need to continually innovate and improve the online parts buying experience," said Brad Smith, ARI's Vice President of Product Management. "We welcome the opportunity to expand our relationship with Weingartz, providing a robust data solution that meets their expanding eCommerce needs."

**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 17 million active part and accessory SKUs and 750,000 equipment models. 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 appliance industries. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit [investor.arinet.com](http://investor.arinet.com).



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