

**FOR IMMEDIATE RELEASE**

### **ARI Mobile App Wins Boating Industry Top Product Award**

**Milwaukee, Wis., May 11, 2015** – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that [ARI Mobile](#) has received a 2015 *Boating Industry* Top Product Award. Winners of the *Boating Industry* Top Products Awards were selected by the editors of *Boating Industry* magazine.

“When selecting the Top Products, we're looking for solutions to problems,” said *Boating Industry* Editor-in-Chief Jonathan Sweet. “The ARI Mobile app allows dealers to simplify major unit inventory management, while freeing them from their desktop.”

ARI Mobile, ARI's proprietary smartphone and tablet app, eliminates the need to use a computer to manage inventory – an industry first – allowing dealers to upload unique inventory photos directly from a phone or tablet's camera and easily match new inventory to ARI's data library to auto-populate stock photos and OEM specifications. ARI Mobile also enables users to feed inventory to third-party sales channels including [ARI Inventory powered by LotVantage](#), [CarSoup](#) and [CycleTrader](#) and share listings via email, text message or social media channels.

“It's an honor to be among the winners of the 2015 *Boating Industry* Top Products winners,” said Brad Smith, Vice President of Product Management at ARI. “ARI Mobile offers dealers an innovative tool that puts complete control of their dealership's major unit inventory in the palm of their hand. It presents a significant value to dealers, allowing them to keep major unit inventory up-to-date in a fraction of the time.”

ARI also announced the launch of ARI Mobile Version 2.0, available for both iOS and Android operating systems last week. Building upon the success of the product's initial launch in October 2014, Version 2.0 adds additional time-saving features including a more robust inventory search, online view count visibility and streamlined image management.

#### **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).

**Additional Information**

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