



CDK Global Recreation Integrates ARI's AccessorySmart® into Lightspeed DMS

Salt Lake City, UT – March 1, 2016 – CDK Global Recreation, provider of Lightspeed dealer management solutions announced that it has signed an exclusive reseller agreement with ARI Network Services, Inc. CDK Recreation will integrate AccessorySmart, ARI's powersports aftermarket parts and accessories product discovery software, into Lightspeed and offer the service to its network of thousands of U.S.-based powersports dealers. All qualifying CDK Recreation dealers using Lightspeed will automatically have the AccessorySmart integration available for complimentary limited time use.

"This agreement is a big win for powersports dealers," said Kris Denos, vice president and general manager for CDK Recreation. "The AccessorySmart tool integration with CDK's Lightspeed will help dealers increase their average invoice totals and provide a valuable service by offering numerous fitment options. Dealers currently using AccessorySmart as a stand-alone web app have yet another reason to take a look at Lightspeed. The integration between the two products offers time savings, convenience, and accuracy to dealers and their customers."

AccessorySmart offers dealers access to over 30 aftermarket product catalogs, with advanced fitment, pricing, and availability search across a variety of distributors. It is the only solution of its kind in the industry. The integration with CDK's LightspeedEVO and LightspeedNXT dealer management systems (DMS) provides visibility of in-store product availability and pricing, as well as the ability to push desired products to a Lightspeed invoice with one click.

"We are thrilled to further expand upon our relationship with CDK and enable dealers to drive more upsells and increase average ticket value with our solution," said Roy W. Olivier, President and CEO of ARI. "Just as dealers can gain greater efficiencies by leveraging CDK's DMS solutions, dealers can further increase their sales and the efficiency of their employees at the parts counter by enabling them to do in seconds what used to take several minutes – all while finding more time to sell to the customer. I am confident that this collaboration will help dealers Sell More Stuff!™."

CDK Recreation is based in Salt Lake City, UT and specializes in dealer management solutions for the powersports, marine, and RV industries in the United States and Canada. CDK Recreation's Lightspeed solutions provide dealership principles greater insight into their business and better connections to their customers. Lightspeed solutions touch every area of the dealership including Parts, Service, Sales, Accounting, Rental, and Marketing.

To learn more about CDK Recreation and the new integration with ARI's AccessorySmart, please visit cdkglobalrecreation.com/accessorysmart.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](http://www.arinetwork.com)) offers an award-winning suite of SaaS, 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.

About CDK Global

With more than \$2 billion in revenues, CDK Global (Nasdaq: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail industry and adjacencies. CDK Global provides solutions in more than 100 countries around the world, serving more than 27,000 retail locations and most automotive manufacturers. CDK Global's solutions automate and integrate critical workflow processes from pre-sale targeted advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair and maintenance of vehicles, with an increasing focus on utilizing data analytics and predictive intelligence. Visit cdkglobal.com.

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