



ARI's Digital Marketing Services Wins *Boating Industry* Top Product Award
Recognition Affirms Value of ARI Products in the Marine Industry

Milwaukee, Wis., May 3, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today that its Digital Marketing Services has received a 2016 *Boating Industry* Top Product Award. Winners of the *Boating Industry* Top Product Awards were selected by the editors of *Boating Industry* magazine.

“This year’s selections were chosen from hundreds of products introduced or significantly updated since the beginning of 2015,” said *Boating Industry* editor in chief Jonathan Sweet. “These products were selected for their innovation, their impact on the industry, creativity and more.”

Introduced in January, ARI’s all-new Digital Marketing Services packages are designed to uniquely meet the needs of today’s marine dealer. The new packages make it easy for every dealer to attract more prospects, strengthen customer loyalty and Sell More Stuff!™ Innovative blended packages offer a mix of capabilities including Premium Directory Management, online reputation monitoring, syndicated social media content feeds, search engine optimization, custom content generation, email marketing and pay-per-click advertising that work together to drive more sales.

“It’s an honor to be among the winners of the 2016 *Boating Industry* Top Products, and it is further confirmation that our offering drives increased sales and returns for dealers,” said Bill Wagner, ARI’s Director of Digital Marketing Services. “Recognizing changes in the marketing landscape, we carefully crafted our Digital Marketing Services packages to address the growing challenges marine dealers face connecting with today’s digital-first consumers.”

This is not the first time that ARI’s products have been recognized by *Boating Industry*, ARI Mobile and PartStream® have previously won a Top Product Award.

Dealers interested in learning more about ARI’s solutions, including Digital Marketing Services, can visit arimarine.com to learn more or call 800.755.6040.

About *Boating Industry* Magazine

An industry publication for 87 years, *Boating Industry* is the magazine of the marine dealer and industry professional. *Boating Industry* editors track ideas and trends as they develop for more than 59,925 readers, as well as support industry leaders by dialing in on the company news and information that readers need to know.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: [ARIS](#)) 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.

Additional Information

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