



FOR IMMEDIATE RELEASE

Everglades by Dougherty Expands Partnership with ARI

Dealer Website Program Now Includes Branded Websites and Increased Opportunity for Co-op Dollars

Milwaukee, Wis., August 17, 2016 – ARI Network Services, Inc. (NASDAQ: [ARIS](#)) announced today an expanded partnership with Everglades by Dougherty to offer its international network of more than 40 independent marine dealers Everglades-branded websites. Last year, Everglades selected ARI as its preferred provider for full dealer websites that are eligible for co-op reimbursement.

Under the agreement, the branded websites will include pre-loaded merchandising banners, Everglades catalogs, lead management forms and an eCommerce platform. Dealers will also receive quarterly consultations and free online presence assessments as well as special offers on other ARI products and services. In addition, Everglades' Dealer Locator will be pointed to the dealer's branded website.

"We wanted to help our dealers gain even greater online exposure and at the same time provide buyers with a seamless, branded online experience," said Shane Kwaterski, Everglades Director of Dealer Development. "Based on the results we've seen since launching our website program with ARI, we're confident that ARI's branded website will take their online presence to the next level."

"Everglades by Dougherty's decision to expand our partnership is further testament to the value of ARI's dealer websites," said Justin Di Vilio, ARI Director of Business Development – Marine. "The expansion of the co-op program to include a branded website offers dealers the opportunity to attract even more online shoppers, drive more leads and generate more in-store sales."

Dealers interested in learning more about ARI's marine dealer websites can visit <http://arimarine.com> or call 800.755.6040.

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.

About Everglades by Dougherty

The Dougherty family has spent a lifetime designing, building, running and enjoying what they call “unsinkable offshore boats”. In 1960, company founder Bob Dougherty joined Boston Whaler where he was key in developing the “unsinkable hull”. During his 30-year tenure he perfected the process, introduced the first V-bottom Whaler and became Senior Vice President of Product Development and Engineering. In 2001, Bob Dougherty was ready for a new challenge and Everglades Boats was born. The product line has grown to include center consoles, pilot houses and cabin models from 23 to 43 feet. With over 50 years of dedication to innovation in boat building, Bob Dougherty and the Everglades team continue to innovate upon their line of industry-leading family fishing boats. For more information on Everglades by Dougherty, visit www.evergladesboats.com.

Additional Information

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