



**For Immediate Release**

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### **ARI PROMOTES JON M. LINTVET TO VICE PRESIDENT OF PRODUCT**

MILWAUKEE, WI (November 5, 2010) – ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions that connect equipment dealers, distributors and manufacturers, has promoted Jon M. Lintvet to Vice President of Product. Lintvet will be responsible for new product development and ongoing management of the existing product portfolio.

In his newly created position, Lintvet’s leadership will be critical as ARI rolls out major new product releases to its award-winning technology enabled solutions, including PartSmart®, WebsiteSmart™, Excelerate Pro™ and FootSteps™. He will champion the organization’s commitment to continuously develop and deliver innovative new products that uniquely provide every ARI customer with compelling competitive advantages.

“Jon has made a significant impact on ARI since joining the company a little over a year ago,” said Roy W. Olivier, President and CEO. “His deep understanding of the industry, results-oriented focus and innovative vision will be key components in ARI’s continued success.”

Previously, Lintvet was ARI’s Director of Business Development. He joined ARI after Channel Blade Technologies was acquired in 2009. At Channel Blade, Lintvet served as Chief Executive Officer, leading the online lead generation and lead management solutions company.

“ARI is committed to advancing the success of our dealers, distributors and manufacturers through accelerated innovation and unmatched value,” said Lintvet. “I look forward to leading a highly passionate team and creating new solutions for our customers that not only change the way they manage their businesses, but fundamentally supports their business’ continued success.”

**About ARI**

ARI (OTCBB:ARIS) is a leading provider of technology-enabled services that help dealers, distributors and manufacturers reduce costs and increase sales in selected vertical markets. Specifically, ARI provides electronic parts and accessory catalogs, dealer eCommerce solutions, professional services and/or other services in about a dozen vertical markets worldwide, including outdoor power, power sports, motorcycles, marine, recreation vehicles, appliances, agricultural equipment, floor maintenance and construction. ARI currently serves more than 18,000 dealers, over 125 manufacturers, and more than 150 distributors in more than 100 countries worldwide. For more information on ARI, please visit the Company's website at [www.arinet.com](http://www.arinet.com).