



For Immediate Release

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ARI Network Services, Inc. Retains Lytham Partners For Investor Relations

Milwaukee, Wisc. – October 20, 2011 – ARI Network Services, Inc. (OTCBB: ARIS), announced today the retention of Lytham Partners, LLC to conduct a national investor relations program.

Roy W. Olivier, president and CEO of ARI Network Services, Inc, commented, “We are pleased to be collaborating with Lytham Partners to expand the visibility of ARI within the national investment community. As we have advanced through the process of reconfiguring the company for improved financial and operational performance, we have discussed in our recent board meetings the need to more broadly communicate with existing and prospective investors the many opportunities ahead for ARI. We believe that Lytham Partners is uniquely qualified to help us develop the strong relationships in the institutional investor community that can reward our loyal shareholders as we continue to execute on our strategic business plan.”

Mr. Olivier continued, “ARI is a more focused and dynamic company than it has been in the recent past. We have successfully repositioned the company to focus on our core competencies, to operate on a more cost efficient basis, with the expectation of consistent profitability. We provide leading-edge SaaS solutions in large markets with substantial headroom for growth, and we see great opportunities to expand our business in the coming years. All of these factors lead us to believe that the time is right to expand our shareholder base and to achieve a valuation multiple commensurate with the progress we are making in growing the company.”

“ARI is an emerging leader in providing SaaS solutions that assist dealers, distributors and manufacturers in the outdoor power equipment, powersports, marine and RV markets drive sales and expand margins,” said Joseph Diaz, managing partner of Lytham Partners, LLC. “While the macroeconomic conditions of recent years have had a negative impact on market

growth, ARI management, in conjunction with the Board of Directors, has repositioned the company to operate more efficiently and profitably. We look forward to working with Roy and the entire ARI team in the coming years.”

About Lytham Partners

Lytham Partners, LLC provides expertise and guidance to mid- and small-cap companies in the healthcare, technology, services, agricultural, industrial, aerospace and defense segments, as well as the consumer and capital goods industries. The firm is dedicated to generating substantive communications programs with an emphasis on developing management credibility via data, clear articulation of achievable strategic plans, and timely interaction with investors. For more information visit our website at www.lythampartners.com.

About ARI Network Services, Inc.

ARI (OTCBB:ARIS) is a leading provider of SaaS solutions that help dealers, distributors and manufacturers worldwide increase revenues and reduce costs. We deliver our products and services, which include electronic parts catalogs, eCommerce-enabled websites, and lead generation and management solutions, to an estimated 18,000 equipment dealers, 125 manufacturers, and 150 distributors in more than 100 countries worldwide. Our dealer, manufacturer, and distributor customers are primarily focused in the outdoor power, powersports (including motorcycles), marine, RV, and appliances markets. For more information on ARI, please visit the Company's website at www.arinet.com.

Safe Harbor Statement

Statements in this news release are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. The forward-looking statements can generally be identified by words such as "believes," "anticipates," "expects" or words of similar meaning. Forward-looking statements also include statements relating to the Company's future performance, such as future prospects, revenues, profits and cash flow. The forward-looking statements are subject to risks and uncertainties, which may cause actual results to be materially different from any future performance suggested in the forward-looking statements. Such risks and uncertainties include those factors described in Part 1A of the Company's annual report on Form 10-K for fiscal year ended July 31, 2010, filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements. For more information, please refer to the Company's filings with the Securities and Exchange Commission.

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