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ARI Promotes Darin Janecek to Chief Financial Officer

Extensive leadership experience will enhance operations and help ARI execute its strategic objectives

MILWAUKEE, Dec. 14, 2010 – ARI (OTCBB:ARIS), a leading provider of technology-enabled services that help dealers, distributors and manufacturers in selected vertical markets enhance revenue and reduce costs, announced today that Darin Janecek has been promoted to Chief Financial Officer.

In his new role, Janecek will be responsible for all financial, compliance and risk management functions in the organization. He brings the knowledge and leadership experience he has gained from more than 20 years in finance and accounting. Janecek joined ARI as Director of Finance in May 2009 and was promoted to Vice President of Finance shortly thereafter.

“We are very pleased to have Darin assume these additional responsibilities and continue his excellent track record of leadership and results that the organization has come to expect from him,” said Roy W. Olivier, president and chief executive officer of ARI. “Since joining ARI, Darin has built a highly capable finance organization and has significantly improved both financial and management reporting within the organization. He has helped streamline our processes, instilling a sense of financial discipline within the entire management team,” added Olivier.

“Darin and I have worked together closely since he joined ARI and I have no doubt that I am leaving the role of CFO in very capable hands,” said Brian Dearing, ARI’s chairman who served as interim chief financial officer until Janecek’s promotion.

Prior to joining ARI, Janecek served as Director of Strategic Finance at Johnson Controls, Inc., in Milwaukee, where he led the group responsible for the financial aspects of acquisitions, divestitures, and other strategic business initiatives.

“ARI has been both a fun and challenging environment for me, and I believe that the diversity and experience of the management team can take ARI to the next level,” said Janecek. “We have made great strides thus far and I look forward to continuing to help the organization grow profitability and deliver the tangible value that both our customers and shareholders expect.”

Prior to Johnson Controls, Janecek held several positions of increasing responsibility in corporate finance and consulting, primarily specializing in mergers and acquisitions, corporate financial analysis and financial due diligence. Janecek began his career as an auditor with Deloitte & Touche in Milwaukee, Wis. He is a certified public accountant, and earned a master’s degree in business administration from Loyola University, Chicago and a bachelor’s degree in accounting from the University of Wisconsin, Milwaukee.

About ARI

ARI Network Services, Inc. (OTCBB:ARIS) was incorporated in Wisconsin in 1981 and is a leading innovator of products and solutions that serve several vertical markets with a focus on the outdoor power, power sports, marine, RV, and appliance segments. Products and services include e-commerce enabled websites, lead generation/lead management services, search engine marketing, and electronic catalogs for whole goods, parts, garments, and accessories.

ARI markets its products and services through multiple sales channels and geographic markets serving approximately 18,000 equipment dealers, 125 manufacturers, and 150 distributors worldwide. ARI’s has customers in over 100 countries

with the primary market being the Americas served by multiple US offices. The company also has a sales and service office in the Netherlands serving the EMEA and APAC markets.

For more information on ARI, please visit our Web site at www.arinet.com.

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 flows. 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.