



For Immediate Release

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ARI NETWORK SERVICES INTRODUCES MOBILE CAPABILITY FOR FOOTSTEPS™ LEAD MANAGEMENT

MILWAUKEE, Wis. (July 27 2010 – ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions that connect equipment dealers, distributors and manufacturers, today announced Footsteps™ Mobile, which includes broad mobile accessibility for the award-winning lead management program.

The enhanced platform works on a variety of smartphones, including iPhone, Palm and models with Android-based browsers, allowing customers to utilize Footsteps from virtually anywhere. Dealers can easily manage daily sales activities, view and send email responses to leads, and respond to sales inquiries instantly.

“Response time is one of the most important factors in closing a sale,” said Brian Finnegan, ARI Product Manager. “Now with Footsteps Mobile, an immediate response is easier than ever and dealers have 24/7 access to new leads and their sales pipeline, whether on the road or on the dealership floor.”

Industry studies show that leads that are responded to immediately have a 20% conversion rate, whereas those that are older than four hours drop to a 2% conversion rate. “Responding quickly is proven to drive increased conversion rates and sales for dealers,” said Finnegan.

Other recent enhancements to Footsteps include an automated email report scheduler, multi-browser support for Internet Explorer, Firefox, Safari and Chrome; user defined home page selection; enhanced sales person notification options; an easy-to-use robust customer and lead import tool and customer and task exporting capabilities.

About ARI

ARI 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 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 20,000 dealers, over 100 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 or www.YourEveryAdvantage.com.