

**FOR IMMEDIATE RELEASE****ARI ANNOUNCES FIRST QUARTER RESULTS**

Company posts strong revenue growth and continued profitability

Milwaukee, Wis., December 15, 2009 – ARI (OTCBB:ARIS), a leading provider of technology-enabled solutions that help dealers, distributors and manufacturers in selected vertical markets sell and service their products, today reported results for its first fiscal quarter ended October 31, 2009.

First Quarter Fiscal 2010 Highlights

Revenues increased 31% to \$5.5 million for the first quarter of fiscal 2010, compared to \$4.2 million for the first quarter of fiscal 2009.

Operating income increased 16% to \$339,000 for the first quarter of fiscal 2010, compared to \$291,000 for the first quarter of fiscal 2009.

Net income decreased to \$162,000 or \$0.02 per diluted share for the first quarter of fiscal 2010, compared to \$256,000 or \$0.04 per diluted share for the first quarter of fiscal 2009.

Operations Review

"I am pleased with our results. First quarter revenue was significantly higher than last year as a result of continued strong sales of new marketing services, high levels of renewals for marketing services and catalog subscriptions, and the acquisition of Channel Blade Technologies. We experienced a decline in non-strategic professional services revenue, which remains negatively affected by the state of the economy," said Roy W. Olivier, President and Chief Executive Officer of ARI. "Although net income was down from the same period last year, due to an accrual adjustment related to our FY2008 restructuring and to interest expense from our acquisition of Channel Blade, operating income increased."

"The vibrant growth of our marketing services revenue and high renewal rates are a result of the strength of our products and the value they bring to our customers," Olivier continued. "We expect to drive future growth through new products, including our two latest offerings, SearchEngineSmart™ and PartStream™."

"Our operating income growth is attributable to increased revenues and the reduced cost structure that resulted from our fiscal 2008 restructuring. This growth occurred even as we dealt with a difficult economic environment and the increased costs associated with our two April 2009 acquisitions," stated Brian E. Dearing, Chairman and Interim Chief Financial Officer of ARI. "We expect to increasingly leverage this reduced cost structure as our business grows."

"We will also invest further in product development in order to enhance and expand the high quality

(more)

ARI Reports Increased Revenues for the First Quarter of FY2010

offerings ARI's customers have come to expect," Olivier concluded, "and acquisitions will remain a key part of our long term strategy."

For additional information please refer to ARI's quarterly report on Form 10-Q for the first fiscal quarter ended October 31, 2009, filed with the SEC on December 15, 2009.

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 e-commerce solutions, professional services and/or F&I 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 our website at www.arinet.com.

First Quarter Earnings Conference Call

ARI's Q1 FY2010 Earnings Release Conference Call is scheduled for Tuesday, December 15, 2009 at 4:30 PM Eastern Time. To participate in the conference call, please dial-in at least five minutes prior to the start time at 888.732.6202 or 719.457.1017 and enter the passcode 281325.

A replay of this conference call and the information presented during the call will be available after 8:00 PM Eastern Time on December 16th at ARI's website, www.arinet.com. Click on the "Company" link and select "Investors" to access the information.

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 under "Forward Looking Statements Disclosure" in Exhibit 99.1 of the Company's annual report on Form 10-K for fiscal year ended July 31, 2009, 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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