



FOR IMMEDIATE RELEASE

ARI ANNOUNCES SECOND QUARTER RESULTS

Company posts continued growth in revenue and profitability

Milwaukee, Wis., March 17, 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, today reported results for its second fiscal quarter ended January 31, 2010.

Second Quarter Fiscal 2010 Highlights

Revenues increased 35% to \$5.4 million for the second quarter of fiscal 2010, compared to \$4.0 million for the second quarter of fiscal 2009.

Operating income increased 9% to \$329,000 for the second quarter of fiscal 2010, compared to \$303,000 for the second quarter of fiscal 2009.

Net income increased to \$176,000 or \$0.02 per share for the second quarter of fiscal 2010, compared to \$56,000 or \$0.01 per share for the second quarter of fiscal 2009.

Year to Date Fiscal 2010 Highlights

Revenues increased 33% to \$10.8 million for the first half of fiscal 2010, compared to \$8.1 million for the same period last year.

Operating income increased 12% to \$668,000 for the first half of fiscal 2010, compared to \$594,000 for the same period last year.

Net income increased 8% to \$338,000 or \$0.04 per share for the first half of fiscal 2010, compared to \$312,000, and also \$0.04 per share, for the same period last year.

(more)

Operations Review

"The strong operating results we posted in our first fiscal quarter have continued into the second quarter. In addition to the growth resulting from our April 2009 acquisition of Channel Blade Technologies, we posted strong organic sales growth for the quarter, in spite of the tough economic conditions," said Roy W. Olivier, President and Chief Executive Officer of ARI.

"The organic results come from new sales of our current services, including our most recent offerings SearchEngineSmart™ and PartStream™, as well as continued high levels of renewals for marketing services and catalog subscriptions. These factors were partially offset by a decline in non-strategic professional services revenue, which remains negatively affected by the state of the economy. The continued growth of our marketing services can be attributed to the tangible value we bring to our customers. "

"We are pleased with the continued growth in operating income, which I believe is a reflection of our ability to effectively integrate acquisitions and to grow during the current economic downturn," stated Brian E. Dearing, Chairman and Interim Chief Financial Officer of ARI. "We have driven significant synergies in the integration of last year's Channel Blade acquisition, increasing pro forma operating income by \$370,000 for the second quarter and \$763,000 year to date, versus the same periods last year. It is also important to note that we have increased our investment in product development versus last year's second quarter."

For additional information please refer to ARI's quarterly report on Form 10-Q for the second fiscal quarter ended January 31, 2010, filed with the SEC on March 17, 2010.

(more)

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 the Company's website at www.arinet.com.

Second Quarter Earnings Conference Call

ARI's Q2 FY2010 Earnings Release Conference Call is scheduled for Wednesday, March 17, 2010 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 888.373.5705 or 719.457.3840 and enter the pass code 380050.

A replay of this conference call and the information presented during the call will be available after 8:00 PM Eastern Time on March 18th 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.

Contact:

Angela Salsman

ARI Network Services, Inc.

Tel: (414) 973-4331

Fax: (414) 973-4620

Email: salsman@arinet.com