



For Immediate Release

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Channel Blade, an ARI Company Wins Contract with Quality Boats of Clearwater

Leading boating dealership finds that Footsteps™ lead management and LeadStorm™ website solutions better equip them to succeed

MILWAUKEE, WI (October 12, 2010) – Quality Boats of Clearwater, Fla., one of *Boating Industry* magazine’s Top 100 dealers, has chosen Channel Blade, an ARI company (OTCBB:ARIS), for lead management and website solutions.

After evaluating their old system against Channel Blade’s offer, Quality Boats found they could achieve better results using a different suite of business management products. According to Quality Boats, Channel Blade gives them more flexibility, superior support, and easier operations, which ultimately allows Quality Boats to focus on their customers’ needs and sell more products.

In business since 1973, Quality Boats decided that they needed to invest in technology to keep their business strong.

“We began speaking with Channel Blade about its Footsteps™ lead management product and immediately could envision the benefits it would bring for our dealership,” said Melissa Cole, Quality Boat’s Business Manager. “Combined with a LeadStorm™ website from Channel Blade, we now have a strategic and professional site that helps customers see our inventory and reach a sales representative quickly.”

Other advantages seen by Cole include the training support offered to Quality Boat personnel. “Channel Blade was very accommodating to our needs. Their service has been second to none,” she said.

Channel Blade works with nearly 90% of *Boating Industry's* Top 100 dealers as customers.

“We have focused efforts on understanding dealerships’ unique requirements and providing them with every advantage to succeed,” said Roy W. Olivier, ARI President and CEO. “Our products are selected by a majority of Marine dealers and we’re excited to be now partnering with Quality Boats to offer flexible solutions that fit their individual needs.”

About ARI

ARI (OTCBB:ARIS) 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.