



**FOR IMMEDIATE RELEASE**

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**ARI TO HOLD ANNUAL SHAREHOLDER MEETING DECEMBER 16, 2010**

*President and CEO to Present State of the Business*

**Milwaukee, Wis., December 14, 2010** — ARI (OTCBB:ARIS), a leading provider of technology-enabled business solutions for equipment dealers, distributors and manufacturers, will hold its Annual Shareholder Meeting on Thursday, December 16, 2010 at the Company's Corporate Headquarters, 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin at 9:00 a.m. Central Time.

Business to be conducted at the meeting includes the election of one director and ratification of the Company's external auditors. After the formal meeting, Roy W. Olivier, President and Chief Executive Officer, will give the annual "State of the Business" presentation on the Company's operations.

Shareholders who are unable to attend the meeting in person may email questions to be discussed during the question and answer session to investor\_relations@arinet.com. Questions must be submitted no later than 3:00 p.m. Central Time on Wednesday, December 15, 2010.

ARI will provide a live webcast and an audio broadcast of the Company's Annual Meeting. To attend, participants should go to the website at least 15 minutes prior to the meeting to download and install any necessary software. A replay of ARI's Shareholder Meeting Audio and a copy of the slide presentation will be available on ARI's website after 8:00 p.m. Central Time on Friday, December 17, 2010.

**To access the webcast presentation go to:**

- <https://arinet.webex.com/arinet/j.php?ED=138989322&UID=482310742&PW=NOWNkMjMxNGM0&RT=MiM3>
- Select "ARI Annual Shareholder's Meeting", press enter. Then enter password 121610

**For the audio portion, call in 10 minutes prior to the meeting at:**

- 888-450-4823 or 719-875-5674, press enter
- Enter participant passcode 507243

**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 (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](http://www.arinet.com).