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FOR IMMEDIATE RELEASE

Nautic Global Group Endorses Channel Blade Products to Drive Dealership Boat Sales

VIRGINIA BEACH, Va. – Aug. 10, 2009 – Channel Blade, an ARI company and a leading provider of online lead generation, lead management and sales education solutions in the marine and RV industries, announced that Nautic Global Group (NGG) has officially endorsed Channel Blade's Web solutions for its dealers. Effective immediately, NGG will provide 100 percent reimbursement through Flex Funds – its co-op program – for ARI/Channel Blade's approved online solutions, including Footsteps™, the industry's leading lead management tool.

The announcement came just hours after the annual dealer meeting wrapped up in Elkhart, Ind., on July 28. With more than 300 dealers in attendance, Channel Blade presented "The Internet Doesn't Sell Boats, Good Dealers Do," a workshop designed to provide dealers with lead management best practices and announce NGG's mystery shop results.

"Prior to the dealer meeting, Channel Blade had hired a third-party to conduct a mystery shop for all NGG dealers," explains Chuck Lewis, Channel Blade founder and industry lead for marine and RV. "The results were stronger than average, but showed room for improvement when it comes to managing leads effectively. Each lead represents an opportunity to sell a boat, and we need dealers to respond 100 percent of the time and immediately."

Over the past decade, Channel Blade has developed a wide variety of online marketing solutions for OEMs and dealers. Footsteps™ was particularly appealing to NGG executives and dealers. "There are still many buyers out there and it is more important than ever to support our dealers with effective lead management processes and tools," says Steve Tadd, marketing director at NGG. "Every online lead should be treated with the same urgency as someone walking through the showroom door. We very much believe in Interactive Marketing and we encourage our dealers to focus their marketing efforts online, thus our endorsement of Channel Blade, an important partner of ours."



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“We’re highly focused on providing more and better leads to our dealers,” adds Tadd. “It is critical that they capitalize on tools like Footsteps™ to ensure that every lead is systematically handled promptly and properly, with quick and effective follow-up and nurture throughout the buying process.”

“We’re excited that NGG has upped the ante in their efforts to drive sales and grow their business in these challenging times,” says Lewis. “A tough economy doesn’t mean that there are no buyers; it just means that dealers have to work harder to make fewer consumers raise their hands for their products and our solutions help them do just that.”

For Channel Blade updates, please visit: twitter.com/channel_blade

For ARI updates, please visit: twitter.com/ari_net

About Channel Blade and ARI

Channel Blade, an ARI company, provides online lead generation, lead management and sales education solutions that drive more leads and sales to manufacturers and dealers within the marine and recreational vehicle industries. Channel Blade supports its clients worldwide with its award-winning, cost-efficient solutions and hands-on education programs -- including 70 percent of *Boating Industry's* prestigious 2008 Top 100 Dealers.

ARI Network Services, Inc. (ARI) is a leading provider of electronic parts catalogs and marketing services to dealers, distributors and manufacturers in the manufactured equipment markets. ARI currently serves approximately 100 manufacturers and 190 distributors worldwide, as well as more than 25,000 dealers in several markets, including outdoor power; power sports; marine; recreation vehicle; appliance; agricultural equipment; floor maintenance; construction; and aftermarket auto and truck parts. The company’s products, as well as the Web sites provided to its customers, have received numerous industry awards.

For more information on Channel Blade and ARI, please visit www.channelblade.com or call us at (877) 242-5233; and www.arinet.com.



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