



For Immediate Release

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ARI and Channel Blade Unified under the ARI Brand;
Decision marks the successful integration of work force, products and customers

MILWAUKEE, Wis. – Nov. 9, 2010 – ARI (OTCBB:ARIS), the leading provider of technology-enabled solutions that help dealers, distributors and manufacturers maximize their profitability, announced today that the Channel Blade product line would be marketed under the ARI brand.

ARI acquired Channel Blade Technologies, Inc. in April 2009. Over the last 18 months, both companies have operated with the goal of eventually integrating into one brand. ARI has taken extensive, independent research with both customers and employees into consideration in the decision-making process.

ARI is the leading provider of proven eCommerce solutions, including PartSmart®, WebsiteSmart™ and SearchEngineSmart™ in the outdoor power and power sports industries. Channel Blade is the leading provider of Websites, lead management and marketing automation solutions, including eXcelerate Pro™, Lead Storm™, Footsteps™ and Footsteps Mobile™ in the marine and recreation vehicle industries.

“Our decision to market the Channel Blade product line under the ARI brand follows the successful integration of the work force, products and customers within ARI,” says Roy W. Olivier, president and chief executive officer at ARI. “Both Channel Blade and ARI have great product loyalty and are recognized as leaders in their respective industries for providing customers with results-driven, technology-enabled solutions. By aligning both names under one, we will be able to present a unified brand to all our customers and strengthen our product offerings and customer service across the power sports, outdoor power, marine, RV and other equipment markets we serve.”

The acquisition added more than \$3.8 million in revenue during ARI’s fiscal year 2010, which ended July 31, 2010. “We are now positioned for sustainable, profitable growth,” adds Olivier.

“While research showed that customers connected with both the Channel Blade and ARI brands, they also expressed a strong loyalty to ARI’s long-standing industry experience with more than 25 years in the business,” explains Cheryl Pabich, director of marketing at ARI. “As we continue to further integrate the two companies, we will keep an open ear to our customers’ wants and needs,” said Pabich. “We appreciate their patience and support throughout this process.”

About ARI

ARI (OTCBB:ARIS) is the leading provider of technology-enabled services that help dealers, distributors and manufacturers reduce costs and increase sales in selected vertical markets.

ARI provides electronic parts and accessory 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 18,000 dealers, over 125 manufacturers, and more than 150 distributors in more than 100 countries worldwide.

For more information on ARI, please visit our Web site at www.arinet.com.