



FOR IMMEDIATE RELEASE

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Portland, Oregon, October 12, 2005 – The Oregon Cutting Systems Group of Blount, Inc., a world leader in providing original equipment and replacement parts for chainsaws, lawnmowers and other outdoor power equipment, and ARI, a leading provider of sales and profit-building solutions for dealers, have announced an exclusive agreement which will make Oregon[®] catalogs, parts lookup and online ordering available to its authorized distributors and dealers using ARI's software and services.

Under the three-year agreement, Oregon Cutting Systems Group's new web-based catalog will be powered by ARI's EMPARTweb™. With ARI's powerful tools, authorized customers and Oregon[®] service staff will be provided with instant access to current parts lists, fit-up information and online ordering for the full Oregon[®] product line. ARI and Oregon Cutting Systems are working to publish the first online catalogs for viewing using EMPARTweb, which will be followed up by a CD version using ARI's PartSmart[®].

“Beyond our extensive line of quality outdoor equipment products, we recognize the need to provide the best sales tools and information resources so that our distributors and dealers can get the most from the Oregon[®] products they carry, and be successful,” said Ken Saito, President of the Oregon Cutting Systems Group. “In the past we've had an electronic parts look-up tool for our lawnmower products called Passport[®] that was an important and popular resource. We're confident that EMPARTweb will be an even more effective tool because it will cover all Oregon[®] products, including our forestry lines; and in addition to being a powerful reference tool, it will provide Oregon[®] dealers with online ordering from our distributors,” stated Brian Maher, the company's U.S. Marketing Manager. According to Maher, Oregon Cutting Systems will simultaneously implement a new data maintenance system for its core forestry products which will update EMPARTweb regularly, ensuring that distributors, dealers and Oregon[®] service staff have ready access to the most complete and current information for those products.

“The Oregon Cutting Systems Group's selection of EMPARTweb to provide their customers and service staff with the best information and access demonstrates their commitment to the highest level of quality product service and technical support,” stated Brian E. Dearing, Chairman and Chief Executive Officer of ARI. “We welcome this opportunity to work with Oregon[®] to produce their first and future electronic parts catalogs for EMPARTweb,” added Dearing. We are confident that EMPARTweb will prove to be just as powerful a tool for Oregon[®] distributors and dealers as it has been for others in the outdoor power equipment industry, along with dealers in other industries such as agricultural equipment, power sports and recreation vehicle,” Dearing added.

Oregon Cutting Systems Group: Founded in 1947, the Oregon Cutting Systems Group of Blount, Inc. is a world leader in providing high quality, original equipment and replacement parts

to the outdoor power equipment industry. Replacement products sold under the Oregon[®] brandname provide the industry with one of its most complete lines of parts including: saw chain, guide bars, sprockets and maintenance accessories for chainsaws; lawnmower blades, engine parts, belts, tires and service tools for mowers and other outdoor power equipment; and trimmer line, heads, and blades for trimmers and brushcutters. Oregon[®] replacement products are sold in more than 130 countries, and many leading manufacturers of outdoor power tools use parts made by Oregon Cutting Systems as original equipment. More information about the Oregon Cutting Systems Group and the Oregon[®] brand of quality replacement parts can be found at www.oregonchain.com.

ARI: ARI is a leading provider of electronic parts catalogs and related technology and services to increase sales and profits for dealers in the manufactured equipment markets. ARI currently provides approximately 88 parts catalogs (many of which contain multiple lines of equipment) for approximately 70 equipment manufacturers in the U.S. and Europe. Approximately 88,000 catalog subscriptions are provided through ARI to more than 30,000 dealers and distributors in more than 120 countries in a dozen segments of the worldwide equipment market including outdoor power, power sports, ag equipment, recreation vehicle, floor maintenance, auto and truck parts aftermarket, marine and construction. The Company builds and supports a full suite of multi-media electronic catalog publishing and viewing software for the Web or CD and provides expert catalog publishing and consulting services. ARI also provides dealer marketing services, including technology-enabled direct mail, email and a template-based dealer website service that makes it quick and easy for an equipment dealer to have a professional and attractive website. In addition, ARI e-Catalog systems support a variety of electronic pathways for parts orders, warranty claims and other transactions between manufacturers and their networks of sales and service points. ARI currently operates three offices in the United States and one in Europe and has sales and service agents in England and France providing marketing and support of its products and services.