



## PRESS RELEASE

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### Media Contact:

Eric C. Webb  
Kentico Software  
Phone: +1-603-336 6020  
E-mail: [eric.webb@kentico.com](mailto:eric.webb@kentico.com)

FOR IMMEDIATE RELEASE

## Kentico Previews New Social Networking Solution on the .NET Platform

**Boston, MA (December 02, 2008) – Kentico Software (<http://www.kentico.com>), a Web content management system vendor, unveils a beta version of their new Social Networking Edition at the Gilbane Boston conference. The new features will be available as a part of the new version of Kentico CMS 4.0 for ASP.NET and will enable companies to build Web 2.0 community sites for their customers.**

Most of the new features in version 4.0 are focused on social networking sites and on-line communities. The new version of Kentico CMS aims at companies that want to leverage Web 2.0 technologies to engage their customers through blogs, forums, polls, wikis and focus groups. With this new version, Kentico CMS will become a complete Web site solution covering content management, e-commerce and social networking.

The new Kentico CMS Social Networking Edition will support blogs, forums, polls, user-contributed content (wiki), groups, friends, message boards, content rating and improved membership management. The new version comes with ready-to-use Community Starter Site that can be easily customized and that cuts the time and costs of web site development. The new version will also support content taxonomy based on tags and categories.

"Companies should look at on-line communities as a new, cost-effective way of marketing communication," says Petr Palas, Kentico founder and CEO. "Features like blogs, forums or on-line focus groups allow them to listen and talk to their clients in a more personal way. Running an on-line community costs a fraction of money they spend on traditional market research and marketing campaigns while providing a more accurate customer feedback and building customer loyalty."

Kentico will showcase its Kentico CMS 4.0 BETA version at the Gilbane Conference in Boston, Massachusetts at booth #148B. The final release is scheduled for the end of 2008.

### About Kentico CMS

Kentico CMS is an affordable Web content management solution providing a complete set of features for building Web sites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG Web content editing, workflow, multiple languages, full-text search, SEO, online forms, image galleries, forums, blogs, polls and 90+ configurable Web parts. It's being used by more than 1000 Web sites in 74 countries. The clients include Gibson, Bayer, Guinness, Medibank, Ireland.ie and others. Kentico CMS is available at <http://www.kentico.com>.

### About Kentico Software

Kentico Software ([www.kentico.com](http://www.kentico.com)) helps .NET developers deliver professional Web sites, online stores, community sites and intranets using Kentico CMS for ASP.NET. It's committed to deliver affordable products that enable building better Web sites on the Microsoft .NET platform in a faster and more enjoyable way. Kentico headquarters are located in Europe and the company has recently opened a U.S. office in Nashua, NH. It was founded in 2004 and quickly expanded the Kentico CMS user base since then. Kentico Software is Microsoft Gold Certified Partner and it was named Deloitte Technology FAST 50 Rising Star, being ranked as the fastest growing young technology company in the Czech Republic in 2008.

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