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FOR IMMEDIATE RELEASE

Kentico CMS 7 Brings Marketing Automation and Simplifies Mobile Website Development

Denver, CO, September 17, 2012 – Kentico Software (<http://www.kentico.com>), the Web Content and Customer Experience Management vendor, announced the general availability of Kentico CMS 7 at their annual Kentico Connection Conference in Denver, CO. The new version adds Marketing Automation, more efficient mobile website development and several new enterprise features, including Visual Workflow Designer and Translation Management.

"In Kentico CMS version 7, we continue to revolutionize the industry by bringing enterprise-class technology to everyone. Kentico is currently the only .NET CMS vendor that offers a complete CXM solution both on-premise and as a service in the Windows Azure cloud," said Petr Palas, CEO and founder of Kentico Software. "Version 7 continues to focus on helping our customers and partners achieve higher ROI on their campaigns through better engagement with their clients,"

With a focus on productivity, Kentico CMS 7 introduces fully integrated Marketing Automation. This extends Lead Management and Scoring along with E-mail Marketing functionalities, allowing marketers to nurture leads and run automated campaigns. For enterprise-level projects Kentico CMS 7 provides the Visual Workflow Designer for complex approval and publishing processes as well as Translation Management, enabling integration with external translation providers.

"Kentico CMS has a long history of industry-leading mobile support. Kentico CMS 7 extends this concept to include mobile layouts with responsive behavior that makes it easier and faster than ever to build mobile websites," said Martin Hejtmanek, CTO at Kentico Software. "It gives developers a higher level of control of mobile pages than they can achieve with CSS-based responsive design, and makes it much easier to make a website mobile friendly, even if the site wasn't originally designed with mobile visitors in mind."

Highlights of Kentico CMS 7 include:

- Marketing Automation and Drip Marketing
- Mobile Website enhancements: mobile layouts with responsive behavior, Mobile Preview and Mobile Device Detection
- Visual Workflow Designer
- Translation Management
- Ready-to-use integration with Salesforce.com and Data.com
- Highly simplified On-site Editing interface enabling content management from mobile devices
- E-commerce enhancements: improved product catalog management, mobile-enabled store template, dashboard and 30+ new reports
- A/B testing for E-mail Marketing campaigns
- A large set of social media widgets for integrating Twitter, Facebook, LinkedIn, Google+ and Pinterest
- Fully integrated wireframe designer
- Live Chat, which can be initiated by customer or by operator
- Banner Management
- Full support of the MVC development model
- and many other enhancements

The new version also supports the latest Microsoft technologies, including Visual Studio 2012, Microsoft .NET Framework 4.5, Windows Server 2012 and Windows 8.

The new version is available immediately at www.kentico.com. More information about Kentico CMS version 7 is available at: www.kentico.com/Kentico7.

About Kentico CMS

Kentico CMS is an enterprise Web [Content Management System](#) and **Customer Experience Management System** that provides a complete set of features for building websites, [intranets](#), community sites and [e-commerce solutions](#) on the Microsoft ASP.NET platform on premise or in the cloud. It supports mobile websites, SEO, document management, **online marketing tools**, multilingual websites, multisite management and it ships with 70 modules, 400 configurable Web parts and source code available.

Kentico CMS customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It's currently used by more than 15,000 websites in 87 countries. The clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create successful dynamic websites, **intranets**, community sites and **e-commerce solutions** using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has offices in the United States (Nashua, NH and Seattle, WA), United Kingdom (Reading) and Sydney (Australia). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Its partner network consists of 1,200 partners in 80+ countries. Kentico Software is a **Microsoft Gold Certified Partner**. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the **Deloitte Technology FAST 50 awards**. In 2012, Kentico Software was named global Microsoft Partner of the Year Finalist in the ISV/Software Solutions Industry category.

www.kentico.com