Media Contact:

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

FOR IMMEDIATE RELEASE

Kentico Launches Kentico EMS+, their Revolutionary CXM Solution as a Cloud Service

Nashua, New Hampshire, USA, June 6, 2012 – Kentico Software (www.kentico.com), the Web content management system vendor, announced today the immediate availability of Kentico EMS+, the first fully integrated CXM solution provided as a managed service in the Windows Azure Cloud. Unlike other products, Kentico EMS+ is available at an affordable monthly cost and doesn't require excessive upfront investment.

Kentico EMS+ allows marketers have their site up and running in no time and get instant marketing results. It's a fully integrated Customer Experience Management (CXM) solution hosted in the secure Windows Azure cloud and backed by Kentico 24/7 global support. Customers can choose from over 1,200 Kentico Solution Partners in 80 countries to help them create compelling websites and implement successful on-line marketing.

"With Kentico EMS+, we're bringing technology to the masses that until now was only available to enterprise clients with an extensive infrastructure." said Petr Palas, Founder and CEO of Kentico Software, "Kentico EMS+ uses the revolutionary Kentico EMS product line and allows customers to easily build highly scalable websites, avoid data loss and automate disaster recovery with the power of the Windows Azure cloud."

Kentico EMS+ customers will reduce their costs and provide relief to IT departments by outsourcing the management, development and upgrades of their websites. Kentico EMS+ offers a complete solution for websites, mobile sites, online stores, social networks, e-mail marketing, lead management, web analytics, optimization and personalization. Together with out-of-the-box Salesforce.com integration, it allows marketers to deliver consistent customer experience across all channels.

"Until now, customers could run Kentico EMS on-premise, in the cloud or in a hybrid configuration. The new Kentico EMS+ offering enhances the choices with a Software-as-a-Service model, in which customers can use the product in the cloud without any upfront investment and pay for actual use." said Eric Webb, President of Sales and Operations.

Kentico EMS+ is available immediately at www.kentico.com/plus for the introductory price starting from $999 per month.

For more information, we encourage you to join the upcoming webinar Kentico Technical Learning: EMS+ scheduled for June 19, 2012 from 9-10 AM PDT. You can register for this webinar at https://www1.gotomeeting.com/register/556254312

About Kentico EMS+

Kentico EMS+ is a **Customer Experience Management (CXM) Solution** provided as a service. It offers a complete set of features for building websites, intranets, community sites and e-commerce solutions on the Microsoft ASP.NET platform. It supports mobile websites, microsites, SEO, multilingual websites, multisite management, e-mail marketing, lead management, web analytics and content optimization and it ships with 40 modules, 340 configurable Web parts and source code available.

Kentico customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It's currently used by more than 12,000 websites in 87 countries. The clients include Microsoft, Guinness, McDonald's, 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 Australia (Sydney). 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**.