**Kentico**
unlimited website possibilities

PRESS RELEASE

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## Kentico Partners with BluePay for Secure and Cost-Effective Transaction Processing

**Nashua, New Hampshire, USA, August 14, 2013 – Kentico Software, a leader in Customer Experience Management, today announced it has partnered with BluePay, a full-service Tier 1 credit card processer.**

With this latest addition to Kentico's CMS platform, marketers and developers can easily integrate BluePay's secure merchant credit card processing services into their e-commerce sites to ensure compliance with the Payment Card Industry Data Security Standard (PCI DSS), which requires any company that processes, stores or transmits credit card information to do so in a secure environment.

"In the world of e-commerce, if you don't have transaction security, you don't have e-commerce," said Petr Vozak, Group Product Manager E-Commerce at Kentico. "By partnering with BluePay, we're making it easy for our customers to protect their customers and brand reputation by maintaining a transaction environment that's secure, cost-effective, and hassle-free."

From e-commerce payment gateways to retail and restaurant solutions, Kentico and BluePay offer merchant credit card services that are fast, secure and easy to integrate, regardless of the type of business or business need. BluePay's advanced security solutions, including end-to-end encryption and tokenization, are all available through Kentico for increased customer confidence and reduced risk of credit card fraud.

"Anyone buying a product or service online these days is mindful of electronic theft and credit card fraud," said Kristen Gramigna at BluePay. "With BluePay's wide range of merchant credit card processing solutions and PCI DSS-compliant standards combined with the Kentico CMS System, e-commerce sites can get the maximum level of security they need to protect customers and grow their business."

**About Kentico CMS**
Kentico CMS is an enterprise Web Content Management System and **Customer Experience Management** Solution 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, and multisite management, and comes out of the box with 70 ready-to-use modules, 400 configurable Web parts, and source code available by request.

**Kentico CMS** customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It's currently used by more than 16,000 websites in 90 countries. Clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and many others.

**About Kentico Software**
Kentico provides an affordable, award-winning Integrated Marketing Solution that is easy-to-use but also highly customizable for powerful real-time customer-centric marketing across multiple channels on-premise or in the Cloud. Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, and Australia. Microsoft Gold Certified Partner with 1,200 digital agency partners, Kentico powers more than 16,000 websites in 90 countries. Customers include Bacardi; Great British Chefs; Mighty River Power; Run and Become.

**About BluePay**
Providing the highest level of data security in the industry, BluePay makes U.S. and Canadian credit card processing simple and fast. BluePay is a full-service, Tier 1 credit card processor based in Naperville, Illinois, with offices and data centers across the United States. The firm leverages extensive industry experience and a comprehensive suite of credit card merchant processing services to provide a complete system of credit card processing solutions with competitive rates.

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