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FOR IMMEDIATE RELEASE

Kentico Software Announces General Availability of Kentico CMS 6 and Kentico Enterprise Marketing Solution

Nashua, New Hampshire, USA, October 10, 2011 – Kentico Software (<http://www.kentico.com>), the Web content management system vendor, today announced the general availability of Kentico CMS 6 and Kentico Enterprise Marketing Solution (EMS), extending the core CMS system to include Customer Experience Management.

"Kentico CMS 6 is not only the biggest release in Kentico history, but it's also a big step for Kentico and our clients. With Kentico CMS 6, you will be able to deliver great on-line customer experiences and achieve instant marketing results with features like campaign management, A/B and multivariate testing, personalization, lead scoring and e-mail marketing," said Petr Palas, CEO and founder of Kentico Software. "With Kentico EMS, you will be able to get more out of the investments you make into your website and marketing campaigns. And you will be able to do that more efficiently than with any other solution on the market."

"I am very excited about the release of Kentico CMS 6. I can confidently say our customers at BizStream will benefit from using the massive amount of new features included in the release," said Brian McKeiver, Partner and Senior Developer at BizStream. "Our customer base includes a few large size businesses that have a keen interest in using the upgraded marketing features such as multivariate testing, A/B testing and the enhanced conversion tracking capabilities. They feel that these new abilities will give them the tools to do their job more efficiently, and as a result provide a whole new level of insight into their web audience."

"We really like the new improvements that version 6 brings. To name a few - side by side editing makes translating a page a lot easier, multi-file uploading through the new Silverlight interface is really cool and the new shipping cost calculator exactly fulfills the needs of a lot of our customers," said Bas Fockens, Owner and CMO of Datacon BV. "Version 6 is a giant leap which strengthens the position of Kentico in the premier league of Content Management Systems."

A new product line Kentico Enterprise Marketing Solution is an integrated Customer Experience Management (CXM) solution focused on mid-sized and enterprise clients. It helps them deliver great on-line customer experiences and achieve instant marketing results. Unlike other products, Kentico EMS provides a complete and fully integrated set of tools for marketers who need to quickly deliver their campaigns, get useful and actionable data and increase their ROI.

Kentico CMS is used in over 80 countries by companies like Gibson, Microsoft, Sony, Mazda or Vodafone. Kentico CMS 6 comes with major improvements in the areas of E-commerce, Windows Azure Support, Integration Bus for easier integration with CRM, ERP and other systems, E-mail Marketing with e-mail tracking and some additional enterprise features.

Trial version of Kentico CMS 6 and Kentico EMS is available for download at: <http://www.kentico.com/Download-Demo>

More information about Kentico CMS 6: <http://www.kentico.com/Kentico6>

Logos and screenshots of Kentico CMS 6: <http://www.kentico.com/Company/Logos-and-Graphics>

About Kentico CMS

Kentico CMS is an affordable [Web Content Management](#) and [Customer Experience Management solution](#) providing a complete set of features for building websites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflows, multiple languages, full-text search, SEO, on-line forms, image galleries, forums, groups, blogs, polls, media libraries and is shipped with 340 configurable Web parts. It's currently used by more than 7,000 websites in 84 countries. The clients include Microsoft, McDonald's, Vodafone, O₂, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create professional websites, online stores, community sites and intranets 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) and United Kingdom (Reading area). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. 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.

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