



PRESS RELEASE

Media Contacts:

Chris Blake
MSR Communications
Phone: 1-415-989-9000
E-mail: kentico@msrcommunications.com

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Kentico Joins in Celebrating 150th Anniversary of Gregor Johann Mendel, Father of Genetics

Kentico Time Capsule to be placed in Brno, the Czech Republic as part of global celebration; live event to be broadcast to sites around the world

Bedford, New Hampshire, July 7, 2015 – What do you believe will be different in 50 years? That's the question being posed by [Kentico Software](#), the all-in-one CMS, E-commerce, and Online Marketing platform provider. The placement of a message-laden time capsule is part of a global celebration being planned for July 20th in Brno, the Czech Republic. That's the location where, 150 years ago, Gregor Johann Mendel made observations about plants passing on characteristics from generation to generation—a line of thinking that ultimately led to the study of modern genetics. Participating in the live event will be a number of dignitaries including the Prime Minister of the Czech Republic, the Rector of Masaryk University, the Czech Commissioner of UNESCO, the President of the Royal Society, the President of the Gordon and Betty Moore Foundation, and the Governor of the Southern Moravia Region.

The highlight of this event will be a multimedia extravaganza projected onto the walls of the Old Brno Abbey with a simultaneous live broadcast being shared with scientific institutions around the globe, including the Royal Society, the Natural History Museum in Berlin, and the University of Melbourne. The multimedia event will feature specially designed animation (created by Emmy and BAFTA winning animator Drew Berry) depicting the image of Mendel walking in the garden and will be accompanied by a live full-orchestral score composed by Kentico's own Duncan Hendy. The celebratory event will be broadcast live at <http://www.mendelthelegacy.com>, where visitors can also go to learn more about the life and discoveries of Gregor Johann Mendel. The Kentico Time Capsule will be placed in the Old Brno Abbey from July 20th before being locked, sealed, and deposited in the Abbey 150 days later on December 17th. All messages received will be stored on a hard drive within the time capsule, to be re-opened in 50 years, on the 200th anniversary of Mendel's accomplishments.

"Growing up in The Czech Republic, I was taught at an early age to take pride in Brno's great heritage as the site where Gregor Johann Mendel made such important scientific discoveries that helped shape the world we live in today," said Petr Palas, CEO and Founder of Kentico, the general partner and a sponsor of the Mendel: The Legacy celebratory event. "Just as Mendel showed how we pass on genetic characteristics from one generation to the next, we are attempting—through the Kentico Time Capsule—to pass on thoughts about the future to the next generation."

"The Kentico Time Capsule is a great way to demonstrate Mendel's principles about how things are passed on from generation to generation," added Ondrej Dostal, director of the Mendel Museum. "In 50 years, it will be fascinating to see how accurate our predictions are, and what future generations can learn about how we viewed the world and the future in 2015."

People from around the world are encouraged to contribute their messages, photos, or videos, answering the question "What do you believe will be different in 50 years?" before December 15th by visiting <http://www.kentico.com/timecapsule>. Kentico has already created its own message for the time capsule, a music video titled "Let's Do the Time Capsule Again" which can be viewed at www.kentico.com/song.

About Kentico

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and fully-documented API quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites

across 100 countries. Customers include Bacardi, Twinings, Great British Chefs, Gibson, Mazda, Mighty River Power, Run and Become, Sony, and Vodafone.

All product and company names herein may be trademarks of their respective owners.

www.kentico.com