

Media Contact:

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

FOR IMMEDIATE RELEASE

Kentico Software Announces Strategic Partnership with Avalara

Nashua, New Hampshire, USA, August 31, 2011 – Kentico Software (<http://www.kentico.com>), the Web content management system vendor and E-Commerce solution vendor, announced a strategic partnership with Avalara (www.avalara.com), a leading provider of fully automated, up-to-date sales and use tax compliance solutions.

"We recognize the challenge that many of our clients face in determining sales taxes," said Eric C. Webb, President of Sales & Operations at Kentico Software. "By embedding Avalara's AvaTax with Kentico CMS, the industry leading .NET web content management platform and ecommerce solution, we deliver, in real-time, a complete, cost-effective solution to resolve sales tax compliance needs for businesses that rely on Kentico CMS." Webb added that Kentico Software plans to continue to find new ways to optimize the business potential for customers. "We are pleased to partner with Avalara to deliver a solution for Kentico CMS that combines the power of web content management and ecommerce with automation for sales tax compliance."

AvaTax for Kentico CMS is an easy-to-use sales tax calculation and filing solution that integrates with Kentico CMS to eliminate the hassle of tax compliance processes and reduce the risk of business audits. The web-based service delivers instantaneous sales tax calculations using a centrally-managed, highly accurate calculation engine leveraging up-to-date sales tax rates, rules and jurisdiction boundaries. Coupled with automated filing, remittance and exemption certificate management, AvaTax for Kentico CMS provides unprecedented sales tax functionality to boost business productivity while minimizing audit risk.

"AvaTax is the industry standard for automated sales tax solutions and we are proud to add Kentico CMS to the list of leading providers who have chosen to incorporate our service into their offerings," said Scott McFarlane, CEO and co-founder of Avalara. "Kentico CMS customers now have the ability to focus on their core business without worrying about spending additional time and resources on calculating and remitting sales tax."

For more information about AvaTax for Kentico CMS, please visit: <http://www.kentico.com/Partners/Technology-Partners>

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 250+ 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. Kentico Software, the Kentico CMS vendor, is 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.

About Avalara

Headquartered in Bainbridge Island, WA, Avalara is the recognized leader in web-based sales tax solutions, and is transforming the sales and use tax compliance process for businesses of all sizes. With point-and-click ease Avalara, the provider of AvaTax, AvaCert and AvaFile, provides the fastest, easiest, most accurate and affordable way for companies to address their statutory tax requirements. Avalara is the industry's most trusted provider of sales and use tax automation solutions, serving more than 40,000 registered users located throughout the U.S., Canada, and abroad, delivering more than 350 million sales tax transactions, and filing and remitting more than \$10 billion in sales & use tax collections per year. Avalara is one of America's fastest growing companies and Microsoft's SaaS Partner of the Year for 2010. For more information, please visit www.avalara.com. To set up an interview with executive Scott McFarlane please contact Yvonne Tomascak, Marketing Manager at Avalara, at 206-826-4900 x1149, or email yvonne.tomascak@avalara.com.

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