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Kentico Announces New Kentico+ Cloud CMS Solution

London, April 23, 2013 – Kentico Software, the Web Content and Customer Experience Management provider, today announced from Internet World 2013 the launch of Kentico+, a new cloud-powered CMS solution that builds on an earlier version of Kentico's software with a new user-friendly customer portal.

Digital Marketing University, a new educational program and community site for aspiring marketers, is one of the first sites built on Kentico+, the first fully-integrated CXM solution provided as a service in the Windows Azure cloud. Backed by Kentico 24/7 support and more than 1,200 partners, Kentico+ allows marketers to have high-performance sites up and running in no time for immediate marketing results and ROI. It is available at an affordable, pay-as-you-go monthly fee.

"As fans of both Kentico and the Windows Azure cloud, we were thrilled to build Digital Marketing University using Kentico+," said Vince Mayfield, CEO at software solutions provider Bit-Wizards. "Marketing in today's real-time world means being able to quickly ramp-up and achieve faster results without being held up by large up-front investments. As a cloud-powered solution, Kentico+ is fast, flexible and affordable, which is exactly what we need to remain competitive."

With Kentico+ and its intuitive interface, non-technical marketers can reduce costs and provide relief to IT departments by taking over the management, development, and upgrades of their own sites. Kentico+ offers a complete solution for websites, mobile sites, online stores, social networks, digital marketing automation, e-mail marketing, lead management, web analytics, optimization, personalization, and more, allowing customers to deliver a consistent customer experience across all channels.

"The SaaS model provides many benefits for today's marketers, including affordability, flexibility, and shorter time to market," added Kentico Founder and CEO Petr Palas. "Kentico+ provides the time and money-saving freedom that allows our customers to quickly respond to ever-changing market conditions with high-performance websites that deliver immediate revenue-generating results."

Kentico+ is immediately available at: http://www.kentico.com/plus.

The Digital Marketing University site is now live at: http:///www.digital-marketing-university.com.

About Kentico CMS
Kentico CMS is an enterprise Web Content Management System and **Customer Experience Management** System 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, multisite management and it ships with 70 modules, 400 configurable Web parts and source code available.

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. The clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

ABOUT BIT-WIZARDS
Bit-Wizards (www.BitWizards.com) is an innovative and award-winning technology company with offices in Fort Walton Beach, Florida and Memphis, Tennessee. A Kentico Gold Partner and a managed Microsoft Gold Partner with ten technology competencies, Bit-Wizards provides cloud, development, productivity, integration, and creative services. Bit-Wizards provides value to small, medium, and enterprise organizations through its investments in early technology adoption — and the experience and knowledge resulting from those investments.

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 Sydney (Australia). 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**. In 2012, Kentico Software was named global Microsoft Partner of the Year Finalist in the ISV/Software Solutions Industry category.

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