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FOR IMMEDIATE RELEASE

**Kentico Enables The Rich Dad Company to Save Time by Consolidating User Databases
Technology helps financial education company recover 75% of time maintaining online communities.**

Nashua, New Hampshire - April 25, 2012 – Kentico Software (www.kentico.com), the Web content management system vendor, announced today that The Rich Dad Company at www.richdad.com leveraged Kentico Software to consolidate their various, user databases and recover 75% of time spent on maintaining their online communities

In order to streamline their various websites into one system, The Rich Dad Company consolidated all of their user databases using Kentico software. These sites, related to financial education, included: Richdad.com, RichWoman.com, ConspiracyOftheRich.com, RichKidSmartKid.com, and ShootingTheSacredCows.com.

"Prior to using Kentico, it took us 20 to 30 hours per week to maintain all of our user databases," states Robert LeCount, manager of Web development and data at The Rich Dad Company. "After consolidating all of our websites into a single system, this was reduced by approximately 75% to an eight-hour day. The system allows us to spend more time on creativity and less time on management."

Prior to streamlining its user databases, The Rich Dad Company also used the Kentico CMS platform to help Robert Kiyosaki publish his first online book, "Conspiracy of the Rich" in 2009. The Website was developed in cooperation with Disciple Portal Inc., a Kentico Gold Partner from Colorado.

"With 'Conspiracy of the Rich,' our technology enabled The Rich Dad Company to interact with readers in real time, provide current data and increase word-of-mouth," says Troy Fulton, Director of Research & Development at Disciple Portal Inc.

"We are happy to see our software helping The Rich Dad Company save time and effort so they can continue to focus on creatively providing timely content to their audience using cutting-edge technology," states Petr Passinger, Kentico PR Manager.

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. It supports mobile websites, SEO, document management, **online marketing tools**, multilingual websites, multisite management and it ships with 40 modules, 340 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 12,000 websites in 87 countries. The clients include Microsoft, Guinness, McDonald's, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

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) and United Kingdom (Reading). 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**.

About the Rich Dad Company

Our company was founded in 1997 based on Robert Kiyosaki's best-selling personal finance book, "Rich Dad Poor Dad." While his poor dad's outlook closed his mind to the possibility of financial freedom, his best friend's rich dad elevated Robert's dreams, opened his mind to life's possibilities and allowed him to be financially free. Today, Robert and his team of experts provide financial education via books, seminars, videos, coaching, social media, innovative technology, and the

board and Web game, CASHFLOW®, based on Robert's belief that people learn best through simulation. Our mantra is "Knowledge is the New Money." Everything we do has one common goal: to increase your financial knowledge and help you live the rich life. Discover how we can help you on your journey towards a rich life at www.richdad.com or call us at 800-308-3585.

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