



PRESS RELEASE

Media Contact:

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

FOR IMMEDIATE RELEASE

Kentico Software Plants Trees for Bugs Found by Clients

Nashua, New Hampshire, USA, November 30, 2009 – Kentico Software (<http://www.kentico.com>), the Web content management system vendor, kept its promise to plant a tree for every bug found in the latest version of Kentico CMS for ASP.NET as well as to fix all reported bugs within 7 days.

Three months earlier, Kentico Software promised to plant a tree for every bug in Kentico CMS 4.1 reported by their clients and to fix all such bugs within 7 business days. Although clients reported only 60 bugs in the product, company employees and management planted almost 100 of them. The tree species and the place for planting them were chosen by the Czech Environmental Partnership Foundation (NGO). Each tree was tagged with a label showing the name of the client who reported the bug.

Every tree was pictured together with the ones who planted it and all these pictures are now available in the Tree Gallery at <http://trees.kentico.com>. If the clients want to visit their tree, they can find its exact position in the "Trees for Bugs Map": <http://trees.kentico.com/treesmap.aspx>

"Kentico CMS grew up into a full-featured CMS solution with dozens of built-in modules, so it's very hard to eliminate all the bugs. Therefore we are happy that we minimized the number of bugs with help of our clients and were able to fix them within 7 business days" said Antonín Moravec, Quality Assurance Manager at Kentico "We try to be transparent to our clients, so we publish all found bugs and show how we fixed them so that our clients know they can rely on us and use Kentico CMS for enterprise-class deployments."

"We hoped that this initiative will be welcomed by our clients and local authorities and it really was so. The nice surprise was how our developers, who personally planted the trees, enjoyed their contribution to the nature" said Petr Passinger, the PR Manager of Kentico.

More information about the initiative is available at <http://trees.kentico.com>.

About Kentico CMS

Kentico CMS is an affordable Web content management solution providing a complete set of features for building Web sites, 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 200+ configurable Web parts. It's currently used by more than 4,000 Web sites in 83 countries. The clients include Microsoft, McDonald's, Vodafone, O₂, Orange, Brussels Airlines, Audi, Mazda, Subaru, Samsung, Gibson, Bayer, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at <http://www.kentico.com>.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create professional Web sites, 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 a U.S. office in Nashua, NH. Since inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Kentico Software is a Microsoft Gold Certified Partner. In 2009, Kentico was named a Deloitte Technology FAST 50 Rising Star, being ranked as one of the fastest growing companies in Central Europe.

###

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