



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

WITNEY, OXFORDSHIRE – 07 OCTOBER 2011

# **New Ridgeway web site is the first to launch on Kentico CMS v6**

As if undertaking a rebrand wasn't enough this week, Ridgeway have also become the first Kentico partner anywhere in the world to launch a web site on the new version of the Kentico CMS platform – version 6. Our new web site has been built using it in under 10 days.

The new version of Kentico is a major release of the software and includes loads of great new features which we've started to build into our web site including improved HTML5 support, a better content editing interface and document workflow.

We love the new marketing tools and tweaks too including A/B and multivariate testing, campaign and conversion management and lead scoring – we'll be putting all of these to the test over the weeks ahead. If you start getting lots of email newsletters, it's because we're getting a bit carried away.

As a Kentico Gold Partner, we're perhaps a tad biased, but the new version is definitely a great step forwards and the fact that we've been able to launch our first web site on it so soon after the release date is another example of the speed of development which is possible on the Kentico CMS platform.

## **About Ridgeway Studios**

Ridgeway delivers business solutions through creative **web site design**, **print design** and **marketing services**. From our studio in Witney, Oxfordshire we offer a consultative approach to projects, matching the solutions we recommend to our clients' needs. Led by an experienced team of web professionals, the agency offers a range of services designed to support any business aspiration including marketing and search strategy planning, logo, brand and creative design, content management, e-commerce and bespoke solution development and multimedia content delivery. Ridgeway has a strong track record in helping businesses of all sizes achieve their marketing goals. Further information about Ridgeway's services and client work can be found at [www.ridgeway.net](http://www.ridgeway.net).

## **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 websites in 84 countries. The clients include Microsoft, McDonald's, Vodafone, O<sub>2</sub>, Orange, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at [www.kentico.com](http://www.kentico.com).

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## About Kentico Software

Kentico Software ([www.kentico.com](http://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 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. For more information about Kentico please contact Eric C. Webb, Phone: +1-603-336 6020, E-mail: [eric.webb@kentico.com](mailto:eric.webb@kentico.com)

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