



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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# **Radcliffe's Wines choose Ridgeway & Mysoft for web design project**

Radcliffe's Wines, one of the UK's leading Old World wines importers, has selected Ridgeway and Sage ERP specialists, Mysoft, to plan, design and develop their new ecommerce web site.

Using the Kentico CMS platform with its integrated ecommerce capabilities, Ridgeway will work with Radcliffe's to create an online brand and solution to support their marketing strategy. The final solution will offer Radcliffe's customers advice and recipes to help them to enjoy their range of affordable, great-tasting Old World wines.

In conjunction with Mysoft, Ridgeway will then integrate the final solution with an existing Sage ERP X3 solution, linking the web site directly with Radcliffe's UK distribution channel.

Becky Nichols, Marketing Manager at Radcliffe's Wines said, "We selected Ridgeway and Mysoft for this project because of their ability to combine successful ecommerce solutions with the strong brand qualities we were looking for. With the integrated content management capabilities, we will be able to deliver great content to our customers with the minimum of effort."

Simon Lassam, Managing Director at Ridgeway said, "We're really looking forward to working with Radcliffe's on this project – and not only because the team all love their wines! Kentico CMS is a great fit for the requirements and we're looking forward to delivering them a truly unique wine web site."

## **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

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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).

## 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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