

News release



sqlSentry Wins Two SQL Server Magazine Readers' Choice Awards.

Readers Honor sqlSentry as the Best Job Automation and Scheduling Tool and Best Alerting/Notification Software.

CHARLOTTE, Aug 24, 2005 – sqlSentry, a leading developer of management solutions for Microsoft SQL Server, today announced that it has been honored twice in Penton Media's SQL Server Magazine Readers' Choice Awards. sqlSentry was the winner in the Best Job Automation and Scheduling Tool category as well as the Best Alerting/Notification Software category. sqlSentry, a scheduling and notification management system for SQL Server, increases database administrator (DBA) productivity via an innovative visual user interface reflecting all schedule activity across the enterprise. It allows the busy DBA to significantly reduce the time spent on daily operational tasks and concentrate on the strategic management of their SQL Server environment.

"We are thrilled to receive these honors because they come from the DBAs and developers who work with SQL Server all day, every day. We listened to their requests for more insight, power and control over their SQL Server enterprise, then designed and developed sqlSentry to meet their needs." said Ken Teeter, Vice-President Sales and Marketing at sqlSentry. "These Readers' Choice awards are proof that we have met our goal of delivering the knowledge and productivity that busy DBAs need to ensure the optimal performance of their SQL Servers."

"Recognition from customers in the industry is an honor and is the ultimate 'seal of approval' for the products that won," said Michele Crockett, Associate Publisher, SQL Server Magazine. "The SQL Server Magazine Readers' Choice Awards were started as a way for readers to choose and recommend the best technology products in the industry. The awards program gives readers the opportunity to voice their opinions and for leading technology companies to receive the recognition they deserve."

Readers were asked to vote on their product preferences in 8 broad technology categories. The ballot included the following categories: Business intelligence products, development tools, disaster prevention/recovery, hardware, security, storage, training and certification, and SQL Server management.

"Few people know more about the best values in SQL Server-related products and services than SQL Server Magazine readers—the people who actually use the products and buy them on behalf of their organizations," said Dawn Cyr, senior associate editor, SQL Server Magazine, and

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coordinator of this year's Readers' Choice Awards program. "By voting for their favorite products and services, our readers have recognized excellence in the SQL Server market."

About sqlSentry

At many of the world's largest corporations, sqlSentry has been delivering crucial productivity and reliability benefits to their Microsoft SQL Server DBAs for more than a year. sqlSentry allows them to leap beyond the daily administration workload and optimize their SQL Server performance. Headquartered in the suburbs of Charlotte, NC, sqlSentry is a subsidiary of InterCerve Inc., a Microsoft-centric web hosting and development organization that services a large SQL Server enterprise for many Fortune 500 companies. sqlSentry's products and services are sold and supported directly and via authorized resellers and distributors around the globe. More information is available at www.sqlSentry.net/rc.

About the Windows IT Pro Group

The Windows IT Pro Group, the largest independent Windows IT community in the world, includes content from flagship print publication Windows IT Pro, three monthly paid subscription print newsletters, 12 direct-request email newsletters and a web site resource for more than two million IT professionals each month. First published in 1995, Windows IT Pro is the editorial leader in its field and has a paid subscription base of 105,000. The magazine is published in 13 languages and has an international reach in 160 countries.

The franchise also includes SQL Server Magazine, with 30,000 paid subscribers, more than 210,000 web site visitors monthly and two email newsletters sent to more than 130,000 opt-in subscribers. The American Society of Business Publication Editors (ASBPE) named SQL Server Magazine "Magazine of the Year" in the less-than-80,000 circulation category in 2002. The two publications generate nine million page impressions monthly, host 2.5 million unique visitors to their web sites monthly, and have more than one million readers with opt-in subscriptions to their email newsletters. The Windows IT Pro Group is the world's leading producer of custom Roadshows, paid conferences and paid workshops for Windows and SQL Server IT professionals.

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