

## News release



### sqlSentry Announces New Vice President of Sales and Marketing.

Nick Harshbarger brings sales and marketing experience to rapidly growing SQL Server management application company.

CHARLOTTE, Sep 28, 2005 – sqlSentry, a leading developer of management solutions for Microsoft SQL Server, today announced that it has added Nick Harshbarger as Vice President of Sales and Marketing to the management team. Nick joins sqlSentry to direct the company's sales and marketing strategy and efforts. With over 18 years of sales and sales management experience in various high technology industries, Nick's responsibility is to guide the rapid growth of the sqlSentry sales organization and its strategies. He has extensive experience in direct and channel sales approaches.

Prior to joining sqlSentry, Nick was Vice President of National & Strategic Accounts for Dictaphone - Healthcare Division, a company focused on the development and implementation of speech recognition and other technologies for healthcare documentation. During his 8 year tenure at Dictaphone he held the positions of Regional Sales Representative, Regional Sales Director and Regional Vice President.

In addition to that, he has held positions with other technology companies:

- Regional Vice President – Channel and VAR Sales, Computer Associates, Islandia, NY
- Regional Sales Director, NEC Computer USA, Charlotte, NC

"sqlSentry is a driving force in the automation and management of SQL Server tasks performed by DBAs," said Nick. "I look forward to being part of the rapid growth and creative energy of the sqlSentry team."

#### 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 managed 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](http://www.sqlSentry.net).

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