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sqlSentry Introduces New Standard Edition

sqlSentry Standard Edition Delivers Award-winning Functionality to SQL Server DBAs within Small- to Medium-Sized Organizations

CHARLOTTE, June 21, 2006 – sqlSentry, a leading developer of management solutions for Microsoft SQL Server, today announced the release of sqlSentry Standard Edition. This new product includes award winning core functionality from sqlSentry Enterprise Edition for the small- to medium- size business (SMB). It enables DBAs in those organizations to better manage and optimize their SQL Server environments, and at a lower price point. Building on sqlSentry's success in the enterprise marketplace, this new product extends its core functionality to a dynamically growing segment of the overall SQL Server marketplace.

"sqlSentry Standard Edition has been specifically designed for less complex SQL Server environments where sqlSentry's visual scheduling, comprehensive notifications, and event performance monitoring satisfy the DBA's requirements. We also anticipate that organizations with more complex SQL Server environments will utilize sqlSentry SE as an entry point as they can easily upgrade to Enterprise Edition." said Nick Harshbarger, Vice-President Sales and Marketing at sqlSentry.

"sqlSentry is the most comprehensive and productive way to manage scheduled events throughout your SQL Server environment," said Andrew Kelly, SQL Server MVP. "I've seen how it can dramatically improve a large enterprise and now sqlSentry Standard Edition allows SMB organizations to reap the same benefits. It can be a challenge to adapt a product initially designed for smaller environments into a true enterprise-class tool, but sqlSentry has always had the "enterprise tool" pedigree -- in their case, it's really a scaling back of some of the features that a smaller or less complex environment may not require, which is a much better scenario."

"Managing even a single SQL Server can require considerable time especially as your business requirements grow," said Greg Gonzalez, sqlSentry Product Manager. "The time lost on routine daily maintenance chores can be recovered using sqlSentry, and used on valuable strategic efforts to improve your overall enterprise. sqlSentry Standard Edition allows you to eliminate SQL Server scheduling conflicts which are often the "hidden" cause of performance degradation issues. It provides all of the tools a DBA needs to efficiently manage and minimize schedule contention, resource battles and other performance problems caused by "unoptimized" schedules. Plus it has the most comprehensive, reliable notification system available for SQL Server to alert you of issues requiring attention. All without the configuration and maintenance overhead of SQL Server's native notification system."

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About sqlSentry

During the past nine months sqlSentry has received critical acclaim in five star reviews from SQLServerCentral.com and SQL Server Worldwide User's Group. The product has been honored as a Recommended by SQL-Server-Performance.Com product and received two SQL Server Magazine Readers' Choice Awards for Best Alerting/Notification Software and Best Job Automation and Scheduling Tool.

For over three years, sqlSentry has been delivering crucial productivity and reliability benefits to Microsoft SQL Server DBAs. 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 development organization that services many Fortune 500 companies. sqlSentry's products and services are sold and supported directly and via authorized resellers and partners around the globe. More information is available at www.sqlSentry.net.

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