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MaximumASP Teams with sqlSentry

Leading Microsoft Web Host to offer sqlSentry Support Tools

CHARLOTTE, July 20, 2006 – sqlSentry, the developer of award-winning management solutions for Microsoft SQL Server, announced today that MaximumASP, a leading provider of Microsoft Windows-based Hosting, has joined their Hosting Partner Program. MaximumASP will offer sqlSentry as an optional added benefit for their customers. sqlSentry increases database administrator (DBA) productivity via an innovative visual user interface for managing scheduled event activity across the enterprise, coupled with the most robust notification system available today for SQL Server. It can significantly reduce the time a Database Operations Group expends on daily operational tasks, allowing them to concentrate on the strategic management of their enterprise. The sqlSentry Hosting Partner Program provides unique benefits, support and new revenue opportunities to SQL Server Hosting organizations.

"We are pleased and excited to have MaximumASP join our Hosting Partner Program," said Peter Shire, Director of Channel Sales at sqlSentry. "Their demonstrated expertise with Microsoft technologies and admirable track record of customer success ensures that their SQL Server enterprise will deliver new capabilities and options to clients seeking optimum performance from their business critical apps. By selecting to partner with sqlSentry, MaximumASP has gained a tremendous productivity advantage and the opportunity to deliver unique services to their clients."

"sqlSentry enables MaximumASP to deliver the performance and responsiveness for which we are renowned, while minimizing the demand for more staff and hardware," said Wade Lewis, Managing Partner of MaximumASP. "sqlSentry is such a productive tool that our DBAs estimate saving almost an hour per day, per managed SQL Server. This time savings allows them to focus on the strategic optimization efforts that truly enhance our SQL Server enterprise and hosting services. We look forward to offering our clients new services leveraging sqlSentry's unique capabilities, and extending the benefits we experience everyday. "

"sqlSentry was developed by SQL Server DBAs in response to the needs of a high performance SQL Server hosting environment and it provides the productivity and unique functionality to manage the most complex and voluminous enterprise," said Greg Gonzalez, sqlSentry Product Manager. "sqlSentry increases application performance and reliability, while minimizing operating costs and down time. It brings together information on and management of every key aspect in a SQL Server environment. By providing a comprehensive visual of the entire environment, DBAs can understand and manage the critical aspects that influence success."

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“Having an industry leader such as MaximumASP join our Hosting Partner program is a testament to their understanding of critical issues in managing a large SQL Server enterprise and their recognition of the value sqlSentry delivers in alleviating those issues and optimizing SQL Server performance,” said Greg. “We welcome them and look forward to partnering in the construction of a dynamically successful SQL Server hosting business.”

About MaximumASP

MaximumASP, based in Louisville, Kentucky, was founded in 2000 as an outsourcing firm for Microsoft Windows-based hosting services. The company currently hosts more than 44,000 domains for customers in over 60 countries. With a strong focus on hosting solutions that combine advanced monitoring and management tools, MaximumASP has become a top choice for Microsoft developers seeking a robust hosting platform for mission-critical web applications. For more information visit www.maximumasp.com Press only: contact Trish Dever, Marketing Communications Director, MaximumASP 502.213.7721 or tdever@maximumasp.com.



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. 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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