

For Immediate Release



sqlSentry Named 2006 SQL Server Magazine Editors' Choice for Database Management Critical Acclaim Grows for Software to Manage Microsoft SQL Server

CHARLOTTE, July 21, 2006 – sqlSentry, a leading developer of innovative management solutions for Microsoft SQL Server, announced today that sqlSentry v2.7 has been honored as a Gold Winner in the Database Management category of the 2006 *SQL Server Magazine* Editors' Choice Awards. The editors and writers of *SQL Server Magazine* created the first annual Editors' Choice Awards to recognize superior products in the market. Winners in 17 categories are chosen, based on the product's strategic importance to the market, its competitive advantages, and the value to the customer. This is the second major award for sqlSentry which won two categories in the most recent *SQL Server Magazine* Readers' Choice Awards as the Best Alerting/Notification Software and Best Job Automation / Scheduling Tool.

"We are thrilled to receive this award from *SQL Server Magazine* because it comes from such a trusted resource for many Database Administrators (DBAs) and the SQL Server community as a whole," said Nick Harshbarger, Vice-President Sales and Marketing at sqlSentry. "This Editors' Choice award is proof that we continue meet our goal of delivering the right tool to provide knowledge and productivity that busy DBAs need to ensure the optimal performance of their SQL Servers."

"The Editors' Choice Awards allows editors and writers to give our perspective on the products we find exceptional," said Karen Forster, Editorial and Strategy Director. "We're excited to have the opportunity to connect readers with the third-party vendors who serve them and to acknowledge excellence," said Forster.

Full details about the Editors' Choice Awards are available at <http://www.sqlmag.com> or in the August issue of *SQL Server Magazine*.

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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

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authorized resellers and partners around the globe. More information is available at www.sqlSentry.net/celebrate .

About *Windows IT Media*

Penton's *Windows IT Media*, the largest independent Windows IT community in the world, includes flagship print publication *Windows IT Pro*.

Windows IT Media also includes *SQL Server Magazine* which has 30,000 paid subscribers, and three email newsletters sent to more than 130,000 opt-in subscribers.

For more information visit: www.windowsitmedia.com.

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7/2006

