

For Immediate Release



sqlSentry Expands with New Partners

Leading Software Company Announces Partners in New Zealand and Hong Kong

CHARLOTTE, Sept 7, 2006 – sqlSentry, the developer of award-winning management solutions for Microsoft SQL Server, announced today two new additions to their Partner Program. eGlobal, based in Auckland, New Zealand and Idynamic Media based in Hong Kong will represent sqlSentry to their clients and respective regions. 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 Partner Program provides unique benefits, support and new revenue opportunities to organizations selling SQL Server related products or services.

"We are pleased and excited to have eGlobal and Idynamic Media join our Partner Program," said Peter Shire, Director of Channel Sales at sqlSentry. "Their demonstrated expertise with Microsoft SQL Server and focus on customer satisfaction ensures that they will be successful with sqlSentry. By selecting to partner with us, they have gained a distinct competitive advantage and the opportunity to deliver unique product and services to their clients."

"sqlSentry was developed by SQL Server DBAs in response to the needs of a large, high performance SQL Server enterprise and it provides the productivity and unique functionality to manage the most complex and voluminous environment," 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 enterprise, DBAs can understand and manage the critical aspects that influence success."

"Having leading organizations such as eGlobal and Idynamic Media join our Partner program is a testament to their knowledge of the 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 to our rapidly growing global network of reseller partners and look forward to their support in these important regions of the world."

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About eGlobal

eGlobal New Zealand is a leading supplier of database management and auditing software and services throughout the Australia, New Zealand and Southeast Asia region. Recognized for their years of experience and close attention to customer success, they represent the best-of-breed software vendors from North America and Europe specializing in productivity solutions for SQL Server, Oracle and Sybase platforms. A full service organization, eGlobal provide pre-sales consulting services, installation, tuning and post-sales support to their 200+ customers.

For more information visit www.eglobal.co.nz

About Idynamic Media

Idynamic Media Company Limited is a dynamic and expanding company established in 1999. Their experienced professionals deliver innovative solutions in software design, Internet and computer network infrastructure design for a wide variety of organizations. Idynamic Media Company Limited has a focus on advanced data management solutions to provide better business solutions and analysis to clients.

For more information visit www.idynamicmedia.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.

Recently honored as the 2006 SQL Server Magazine Editors' Choice for Database Management, sqlSentry has amassed an admirable collection of industry awards and five star reviews. More information on these honors is available at www.sqlsentry.net/awards.

Information on sqlSentry is available at www.sqlSentry.net.

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