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## MaximumASP Leads with sqlSentry Promotion

Leading Microsoft Web Host to offer Dedicated Server Clients sqlSentry Support Tools

**CHARLOTTE, Sept 12, 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, is making a special offer on sqlSentry to their dedicated server clients. 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 DBA spends on daily operational tasks, allowing them to concentrate on the strategic management of their enterprise. The sqlSentry Promotion allows MaximumASP's clients to receive two free months of sqlSentry use with the engagement of a new annual contract.

"We are excited that MaximumASP sees the dramatic value of sqlSentry and is making this special offer to their dedicated server clients," said Peter Shire, Director of Channel Sales at sqlSentry. "Their world-class DBAs use sqlSentry everyday to efficiently manage their own cutting edge SQL Server enterprise. Now their dedicated server customers can experience first hand the award winning power of sqlSentry. Through this promotion, MaximumASP is delivering a unique productivity advantage to their clients."

"sqlSentry allows MaximumASP to deliver the performance and responsiveness for which we are renowned. Offering the same benefit to our dedicated server clients just made sense," said Sarah Barela, DBA Manager, MaximumASP. "sqlSentry 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 better manage the critical aspects that influence success. This special sqlSentry promotion will allow our dedicated server clients to enjoy the productive power we experience everyday."

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### 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 corporate information visit

[www.maximumasp.com](http://www.maximumasp.com)

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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 authorized resellers and partners around the globe. More information is available at [www.sqlSentry.net](http://www.sqlSentry.net).

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