



SQL SENTRY EVENT MANAGER NAMED "BEST OF TECH•ED 2008 IT PROFESSIONAL AWARDS FINALIST" BY WINDOWS IT PRO AND SQL SERVER MAGAZINES

CHARLOTTE, NC - May 21, 2008 – SQL Sentry, Inc. today announced that SQL Sentry Event Manager™ was named as a finalist of the "Best of Tech•Ed 2008 IT Professional Awards" in the Database Administration category by Penton Media's Windows IT Pro® and SQL Server Magazine®.

The Best of Tech•Ed 2008 Awards recognize companies who offer innovative products in the industry. The judges reviewed over 220 products and services submitted for the contest and chose 29 finalists to be interviewed at the Tech•Ed 2008 IT Professionals Conference in Orlando, Fla. Winners will be announced on June 12 at an evening reception for all of the finalists and www.WindowsITPro.com/awards on June 13.

"Choosing from such a wide variety of outstanding entries is a challenge every year, and the quality of this year's entries was particularly high," said Karen Forster, group editorial and strategy director for Windows IT Pro and SQL Server Magazine. "The products selected as finalists clearly provide innovative solutions and strategic importance to the market, are competitively advantageous, and provide exceptional value to customers."

"SQL Sentry Event Manager's advanced scheduling, alerting & automation capabilities deliver tremendous value for those charged with managing database systems. We're excited that Event Manager continues to be featured among the very best product in the industry for database professionals," said Nick Harshbarger, Vice President Sales and Marketing for SQL Sentry.

Penton Media's Windows IT Pro, the largest independent Windows IT community in the world, has Windows IT Pro as its flagship print publication. Windows IT Pro also includes SQL Server Magazine and Office SharePoint Pro. The Windows IT Pro network has 2.5 million unique visitors to its Web sites each month, and more than one million subscribers who opt-in to one or more email newsletters. Windows IT Pro is the world's leading producer of custom road shows, paid conferences and paid workshops for Windows and SQL Server IT and developer professionals. For more information: www.windowsitpro.com.

Penton Media, Inc. is the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month. The company's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 150 industry trade shows and conferences, and more than 500 information data products. Headquartered in New York City, the privately held company is owned by MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP, and its co-investors. For additional information: www.penton.com.

SQL Sentry Event Manager is the ultimate scheduling, alerting and response system for optimizing schedule performance of database servers across the enterprise. Event Manager provides a calendar display of SQL Agent jobs, Windows Tasks, Oracle jobs, and other events so conflicts can be easily eliminated, and the comprehensive notification system provides automated responses to ensure database systems operate in a fail-safe manner. Since its introduction in 2004, the industry has recognized Event Manager with a collection of five star reviews and industry awards: www.sqlsentry.net/awards.

SQL Sentry, Inc. delivers software products enabling organizations to optimize the performance of their database environments, resulting in productivity gains throughout the enterprise. Many of the world's largest corporations rely on SQL Sentry® products to monitor database performance, manage enterprise job streams, and alert personnel to critical issues. SQL Sentry products are sold and supported directly and through authorized resellers around the world. For more information, visit www.sqlsentry.net.

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