



SQL SENTRY ANNOUNCES SQLCRUISE SPONSORSHIP AND CONTEST

WINNER RECEIVES FREE FOUR DAY CRUISE AND SQL SERVER TECHNICAL TRAINING

CHARLOTTE, NC – May 17, 2010 – SQL Sentry, Inc., the developer of award-winning software for Microsoft SQL Server, announced today their sponsorship of the inaugural SQLCruise – a four day cruise and SQL Server training event. SQL Sentry in conjunction with this sponsorship is launching a contest offering the winner a free cabin for two, plus one training registration on the SQLCruise. The winner will be selected from submissions explaining “Why I need to go on the SQLCruise” which are shared via the entrant’s favorite social media outlet such as Twitter, YouTube, FaceBook, Flickr or online Blog post. The contest winner will be announced June 1 and complete details are available at www.sqlsentry.net/SQLCruise.

“The SQLCruise 2010 is a unique opportunity to receive technical training from noted SQL Server experts in a comfortable, refreshing environment. A small group of students, exploring in-depth advanced technical topics and closely interacting with their instructors, all while enjoying the world-class accommodations of the Carnival Imagination, what could be better,” said Tim Ford, Microsoft SQL Server MVP and SQLCruise Trainer. “We are thrilled to have the support of SQL Sentry as their first-class products and their knowledgeable staff make a valuable difference in the SQL Server community every day.”

“We are pleased to sponsor the inaugural SQLCruise and support this effort toward building knowledge, connections and community,” said Greg Gonzalez, President and CEO of SQL Sentry. “Since we began building software, we’ve have been focused on empowering DBAs with tools to provide insight on the intricate inner-workings of SQL Server. We understand the importance of quality technical training and recognize the unique, thoughtful approach being employed by the SQLCruise. Supporting an event guaranteeing close interaction with noteworthy, subject-matter experts was an easy decision. SQL Sentry is committed to supporting the SQL Server Community and we look forward to providing one enthusiastic, creative SQL Community member the chance to join the SQLCruise.”

About the Contest

SQL Sentry is offering a free cabin for two and one training registration on the SQLCruise to the person who can best communicate “Why I Need to Go on the SQLCruise.” Entrants are encouraged to use their favorite social media tool (Twitter, blog entry, YouTube video, etc...) or old school technique (email, letter, charcoal cave drawing, etc...) to let everyone know why you need to go on the SQLCruise. This prize is valued at \$1230. Complete contest details are available at www.sqlsentry.net/SQLCruise.

About SQLCruise

SQLCruise is a four day trip on the Carnival Imagination departing Miami on August 2 with stops in Key West and Cozumel. During the cruise noted SQL Server experts Tim Ford and Brent Ozar will host 15 students for almost 12 hours of in-depth technical training on advanced SQL Server topics. The cruise ends on August 6 upon return to Miami. For more information, visit www.sqlcruise.com.

About SQL Sentry®

SQL Sentry, Inc. delivers software products that optimize the performance of Microsoft® SQL Server® environments. SQL Sentry Performance Advisor for SQL Server delivers an advanced performance dashboard with relevant Windows and SQL Server metrics in a single view along with detailed insight of heavy SQL, blocking, deadlocks, and disk bottlenecks. SQL Sentry Performance Advisor® for Analysis Services provides unparalleled insight into Analysis Services performance, including bottlenecks related to memory, storage systems, aggregation usage, queries and processing. SQL Sentry Event Manager® is the ultimate scheduling, alerting and response system for managing SQL Server jobs and other events that impact performance.

Contact

Nick Harshbarger, SQL Sentry VP Sales and Marketing, (704) 895-6241, nharshbarger@sqlsentry.net