

For Immediate Release



SQL Sentry Event Manager Adds Support for Oracle

Cross-Platform Support Provides Unique Insight and Control to Enterprise DBAs

CHARLOTTE, Nov 6, 2006 – SQL Sentry, Inc., the developer of award-winning management solutions for Microsoft SQL Server, announced today the availability of SQL Sentry Event Manager for Oracle. Selected as the 2006 SQL Server Magazine Editors' Choice for Database Management, SQL Sentry Event Manager allows Database Administrators (DBA) to efficiently manage SQL Server, Windows Task Scheduler and now Oracle in today's increasingly complex environments. Renowned for its advanced scheduling, alerting and automated response functionality, Event Manager lets busy DBAs reduce their time expended on daily maintenance and concentrate on strategic efforts to improve the enterprise.

"Our clients overwhelmingly requested that we provide the same robust visual scheduling and alerting capabilities for Oracle that we've always provided for SQL Server. We are pleased to deliver a product that will empower SQL Server DBAs operating within a diverse database environment. We set our goal of providing the best possible "Microsoft-centric" support and cross-platform functionality for Oracle," said Nick Harshbarger, Vice-President Sales and Marketing at SQL Sentry. "With the input of world-renowned Oracle author and consultant Kevin Loney, the SQL Sentry team has delivered a tool that enables a database operations group to better integrate the management and support of their various business critical database servers."

"Event Manager enables a busy DBA to do things that were almost impossible just yesterday. Automating a logical workflow between SQL Server and Oracle jobs is an amazing feature and critical time saver," said Kevin Loney, Oracle Press author of the *Oracle 10g DBA Handbook*. "Event Manager's intuitive interface provides insight over all scheduled database events whether SQL Server or Oracle, with the granular control that DBAs often dream of."

"SQL Sentry Event Manager was developed by DBAs in response to the needs of a large, high performance database enterprise and it provides the productivity and unique functionality to manage the most complex and voluminous environments," said Greg Gonzalez, SQL Sentry Product Manager. "Event Manager increases application performance and reliability, while minimizing operating costs and down time. By providing a comprehensive visual of the entire cross-platform schedule, DBAs can better understand and manage the critical events that most influence operational success, without the pain and expense of implementing a proprietary

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scheduling system."

About Kevin Loney

Kevin Loney is the all time, best selling author of Oracle Press books. Among the 16 titles he's written are Oracle Database 10g: The Complete Reference and Oracle 10g DBA Handbook. Kevin is the Director of Data Warehousing and Business Intelligence Consulting Services at Electronic Ink, a Philadelphia-based consultancy. In 2002, he was named Oracle Magazine's Editors' Choice as Consultant of the Year. He is a frequent and highly rated speaker at local and international Oracle user groups.

About SQL Sentry, Inc.

SQL Sentry, Inc. delivers database software products that enable database administrators to gain unprecedented visibility and control over their enterprise. Many of the world's largest corporations find SQL Sentry products to be crucial for optimizing the performance of their database servers as well as their DBA teams.

Headquartered in the suburbs of Charlotte, North Carolina, SQL Sentry products are sold and supported directly and through authorized resellers and partners around the globe. More information is available at www.sqlsentry.net.

About SQL Sentry Event Manager

SQL Sentry Event Manager is the ultimate scheduling, alerting and response system for optimizing schedule performance of database servers and related IT resources. Event Manager provides DBAs unparalleled capabilities for managing scheduled events in the increasingly complex cross-platform environment, and has amassed an admirable collection of industry awards and five star reviews. More information on these honors is available at www.sqlsentry.net/awards.

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