

For Immediate Release



SQL Sentry Enables Remote DBA Services

SQL on Call Delivers DBA Expertise Using SQL Sentry Event Manager

CHARLOTTE, Dec 7, 2006 – SQL Sentry, Inc., the developer of award-winning management solutions for Microsoft SQL Server, announced today that the newest addition to their Partner Program, SQL on Call, is using SQL Sentry Event Manager to deliver unique expertise to remote clients. SQL on Call, based in Colorado Springs, CO leverages Event Manager's scheduling, alerting and response system to remotely manage their clients' SQL Servers.

The SQL Sentry Partner Program provides unique benefits, support and new revenue opportunities to organizations selling SQL Server related services or products. "We are thrilled to have SQL on Call join our Partner Program," said Peter Shire, Director of Channel Sales at SQL Sentry. "Their founding members have industry leading expertise and knowledge on Microsoft SQL Server and their dedication to customer satisfaction ensures that they will be successful with SQL Sentry Event Manager. By selecting to partner with us, they have gained a distinct competitive advantage and the opportunity to deliver unique products and services to their clients."

"SQL Sentry Event Manager enables SQL on Call to deliver our expertise and services to customers around the world," said Chris Shaw, Managing Partner of SQL on Call. "Event Manager is such a powerful tool that our DBAs are able to strategically manage remote clients in a fraction of the time that the native tools require. Plus Event Manager's reliable comprehensive alerting and response system ensures we always have the pulse of our client's servers and are able to respond quickly and efficiently to any issue. We use SQL Sentry Event Manager on our own servers and we look forward to growing our business with new services by leveraging its unique capabilities and sharing the benefits we experience everyday."

"SQL Sentry Event Manager was developed by SQL Server DBAs in response to the needs of large, high performance SQL Server enterprises and it provides the productivity and unique functionality to manage the most complex and disconnected environments," said Greg Gonzalez, SQL Sentry Product Manager. "Event Manager increases application performance and reliability, while minimizing operating costs and down time. It brings together information on and management of most key aspects in a SQL Server environment. By providing a comprehensive visual of the entire enterprise, DBAs can understand and manage the critical aspects that influence operational success."

"When industry experts such as SQL on Call build their business around our tools, it demonstrates their recognition of the value Event Manager delivers in optimizing SQL Server performance," said Greg. "We welcome them to our rapidly growing global network of partners and look forward to their support in coming years."

Editorial contact:
Peter Shire, SQL Sentry
+1 704 895 6241 x215
pshire@sqlsentry.net

SQL Sentry, Inc.
16415-D Northcross Dr
Huntersville, NC 28078
www.sqlsentry.net



About SQL on Call

SQL on Call is a leading supplier of remote SQL Server management, training and consulting services. Recognized for their years of experience and close attention to customer quality service levels, they leverage best-of-breed software tools to ensure their clients continual success with Microsoft SQL Server. For more information visit www.SQLonCall.com

About SQL Sentry, Inc.

At 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.

All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.