

For Immediate Release



## SQL Sentry Event Manager Named the SQL Server Performance and Tuning 'Product of the Year' by SearchSQLServer.com

Accolades Continue to Accumulate for SQL Sentry Event Manager

**CHARLOTTE, Jan 16, 2007** – SQL Sentry, Inc., the developer of innovative management solutions for Microsoft SQL Server, announced today that SQL Sentry Event Manager has been honored as the 'Product of the Year' in the Performance and Tuning category by SearchSQLServer.com. The editors and writers of SearchSQLServer.com created their annual Products of the Year awards to recognize superior products in the market. Winners in three categories were chosen, based on the product's innovation, performance, ease of integration into existing environments, ease of use and manageability, functionality, value and support. This is the fourth major award for Event Manager, which was honored as the 2006 SQL Server Magazine Editors' Choice for Database Management, and won two categories in the most recent SQL Server Magazine Readers' Choice Awards as the Best Alerting/Notification Software and Best Job Automation / Scheduling Tool.

"It is an honor to be named the SQL Server Performance and Tuning 'Product of the Year' especially since it comes from such a valued resource for so many Database Administrators (DBAs) and the SQL Server community as a whole." said Nick Harshbarger, Vice-President Sales and Marketing at SQL Sentry. "This award is additional proof that we continue meet our goal of delivering the right tools to provide knowledge and productivity that busy DBAs need to ensure the optimal performance of their SQL Servers."

"The product's display is the key to its success," according to SearchSQLServer.com. "Its customizable interface allows simultaneous display of calendars, graphs and controls to fit the users' needs. In a large enterprise SQL Server quickly becomes difficult to manage -- especially the SQL Server jobs. Event Manager is indispensable for managing jobs and for providing alerting." Full details about the 2006 Products of the Year are available at [www.SearchSQLServer.com](http://www.SearchSQLServer.com).

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### About SearchSQLServer.com

SearchSQLServer.com is dedicated to serving the information needs of database developers and administrators working with Microsoft's flagship database enterprise server: SQL Server. The site provides targeted news, expert advice, tips, search, learning guides, webcasts and research that cover all aspects of Windows-centric database design, development, administration and management.



SearchSQLServer.com is part of the Windows Network of sites from TechTarget, the Web's most comprehensive source of information for IT professionals architecting, deploying, managing and developing for Windows technology in the corporate environment. More information can be found at [SearchSQLServer.com](http://SearchSQLServer.com)

#### 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](http://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](http://www.sqlsentry.net/awards).

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