

For Immediate Release



## SQL Sentry Announces Competitive Upgrade Promotion

**CHARLOTTE, May 23, 2007** – SQL Sentry, Inc., the developer of award winning management solutions for Microsoft SQL Server, announced today a special competitive upgrade promotion. Database administrators (DBAs) can trade in any job scheduling, alerting or automation software tool and receive SQL Sentry Event Manager for free. Event Manager's advanced scheduling, alerting & automation features delivers the efficient control that organizations need to optimize the performance of their database servers and related IT resources. The details of this offer can be found at [www.sqlsentry.net](http://www.sqlsentry.net).

"This is an opportunity for organizations to upgrade from tools that may no longer be satisfying their needs, to the award winning and proven power of SQL Sentry Event Manager." said Nick Harshbarger, Director of Sales and Marketing at SQL Sentry. "Now they can enjoy the job automation, response and recovery features that industry experts applaud as unique and necessary for the day-to-day operation of SQL Server, Oracle or Windows Task Scheduler enterprises."

### About SQL Sentry Event Manager

SQL Sentry Event Manager provides DBAs unparalleled capabilities for managing scheduled events in the increasingly complex cross-platform environment, and has amassed a collection of five star reviews and industry awards including the 2006 Product of the Year from SearchSQLServer.com. More information on these honors is available at [www.sqlsentry.net/awards](http://www.sqlsentry.net/awards).

### 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).

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