



SQL Sentry Event Manager Earns Platinum for SQL Server Magazine 2007 Editor's Choice Award

CHARLOTTE, NC – July 24, 2007 – SQL Sentry, Inc., the developer of award winning management solutions for Microsoft SQL Server, announced today that SQL Sentry Event Manager was named the platinum award winner of the "Editor's Choice Awards" in the Database Management Tools category by Penton Media's *SQL Server Magazine*®.

"The 2007 Editor's Choice Awards utilize our editors' product knowledge and subject matter expertise to identify exceptional products that have been covered in the pages of SQL Server Magazine and its online newsletters, and which benefit the SQL Server Magazine reader community," said Kim Paulsen, group publisher.

"Our editors are tough, in-the-trenches critics," Paulsen continued. "They demand solid value and performance from the products they select. Editor's Choice Award winners can feel proud that the products and services they developed have earned the respect and recognition of the SQL Server Magazine editorial staff."

SQL Sentry Event Manager's advanced scheduling, alerting & automation features deliver tremendous value to database administrators by optimizing the schedule performance of database servers and related IT resources. "We're proud of the prominent position that SQL Sentry Event Manager has attained when compared to not only other software products, but software suites that contain multiple products for automating, streamlining, and optimizing the administration of database servers," said Nick Harshbarger, Vice President Sales and Marketing for SQL Sentry.

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 with "Outlook-style" visibility and functionality for managing SQL Agent jobs, Windows Tasks, and Oracle jobs in increasingly complex cross-platform environments. Event Manager has amassed a collection of five star reviews and industry awards, including 2006 Product of the Year from SearchSQLServer.com and 2007 Editors' Choice Platinum Award from SQL Server Magazine. More information is available at 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.

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