



Professional Association for SQL Server selects SQL Sentry Event Manager

The Definitive Global Community for SQL Server Professionals uses Event Manager to Optimize their Growing SQL Server Enterprise

CHARLOTTE, NC – September 17, 2007 – SQL Sentry, Inc., the developer of award winning management solutions for Microsoft SQL Server, announced today that the Professional Association for SQL Server (PASS) has selected SQL Sentry Event Manager as the tool to manage their SQL Server enterprise hosted by MaximumASP. Event Manager's advanced scheduling, alerting and automation features allows PASS to optimize the functionality and performance of their database servers across the enterprise.

"The growth of our organization's membership and several new technology initiatives have placed large demands on our underlying enterprise. SQL Sentry Event Manager allows our DBA team at MaximumASP to see, understand and manage SQL Server more efficiently than the native tools. The PASS organization then invests that time savings on the more strategic tasks of serving the growing SQL Server community," said Rushabh Mehta, Director of Technology for PASS.

"The SQL Sentry team is pleased and excited that our software plays such an important role for PASS." said Peter Shire, Director of Partner Relationships at SQL Sentry. "Their position as the guidepost for the SQL Server community is well deserved. The leadership they provide the community is invaluable to individual DBAs and Developers, corporate users and independent software vendors like SQL Sentry."

"The DBA team supporting the PASS enterprise hosted at MaximumASP has unique expertise and knowledge on SQL Server. Leveraging SQL Sentry Event manager allows us to efficiently deliver additional high value services and benefits to the PASS organization. These include increased uptime and performance for their database servers, and quicker response to critical conditions via advanced alerting and self-healing capabilities," said Sarah Barela, Manager of Database Services at Maximum ASP.

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 2007 Editors' Choice Platinum Award as Best Database Management Tool from SQL Server Magazine and 2006 Product of the Year from SearchSQLServer.com. More information is available at www.sqlsentry.net/awards.

About PASS

PASS was founded to provide users of Microsoft SQL Server a community, peer networking and to build a body of expertise to help educate millions of SQL Server users around the world. PASS was the first independent, user-run, not-for-profit association dedicated to providing users around the world with the resources and knowledge to achieve unparalleled business results.

About MaximumASP

MaximumASP, based in Louisville, Kentucky, was founded in 2000 as an outsourcing firm for Microsoft Windows-based hosting services. The company currently hosts more than 44,000 domains for customers in over 60 countries. With a strong focus on hosting solutions that combine advanced monitoring and management tools, MaximumASP has become a top choice for Microsoft developers



seeking a robust hosting platform for mission-critical web applications. For corporate information visit www.maximumasp.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.

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