



Pragmatic Works Joins SQL Sentry Partner Program

Leading SQL Server Consulting Organization Leverages Event Manager to Optimize SQL Server

CHARLOTTE, NC – September 18, 2007 – SQL Sentry, Inc., the developer of award winning management solutions for Microsoft SQL Server, announced today that Pragmatic Works has joined their Partner Program. Founded by Brian Knight, SQL Server MVP and noted author, Pragmatic Works specializes in implementing business intelligence solutions for large scale enterprises. SQL Sentry Event Manager's advanced scheduling, alerting and automation features can significantly reduce the time a Database Operations Group expends on daily operational tasks, allowing them to concentrate on the strategic management of their enterprise. The SQL Sentry Partner Program provides unique benefits, support and new revenue opportunities to organizations selling SQL Server related products or services.

"SQL Sentry Event Manager is the one tool that can really change an organization and simplify the DBA's daily life. If you're concerned about the bottom-line support costs of your servers, this is a must-have tool," said Brian Knight, Founder and Managing Partner of Pragmatic Works. "You'll never know how you lived without Event Manager. It's truly a required tool in the effective DBA's arsenal."

"We are pleased to introduce Pragmatic Works as our Partner." said Peter Shire, Director of Partner Relationships at SQL Sentry. "Their staff has unique recognized expertise and knowledge on SQL Server and a focus on delivering tools for efficient management of large enterprises. Membership in our Partner Program provides Pragmatic Works the tools and training to represent SQL Sentry software while increasing their market differentiation and raising client satisfaction and loyalty."

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 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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