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**FOR IMMEDIATE RELEASE**

**Kalen Delaney, SQL Server MVP to Lead Full-Day Seminar Session  
at PASS 2008 Summit**

*Covering SQL Server Data Storage Formats: Internals, Performance and Best Practices*

**CHICAGO, IL. – May 28, 2008** – The Professional Association for SQL Server (PASS) announced today that SQL Server Microsoft MVP (Most Valuable Professional), Kalen Delaney, will be leading an all-day pre-conference seminar at the PASS 2008 Summit in Seattle, Washington at the Washington State Trade & Convention Center on Tuesday, November 18, 2008. The Summit pre-conference begins November 17 and the Summit ends November 21. In Delaney's in-depth seminar, she will describe the various formats available for storing data, including the new filestream data, compressed data and sparse data columns in SQL Server 2008. She will also guide attendees through the metadata to determine precisely what is being stored, where it is stored and the best practices for choosing a particular type of storage format.

"PASS is pleased to have professionals like Kalen lead seminars because their knowledge and expertise make this conference extremely worthwhile for our attendees. Kalen is the person the experts turn to when they have questions about SQL Server," said Bill Graziano, SQL Server MVP and PASS VP of marketing.

Delaney is currently the Director of Training for SQL Tuners, LLC, bringing more than 20 years of SQL Server experience to that position. She is a regular participant on public help forums, especially Microsoft's public news server, and knowledgeably answers many questions dealing with SQL Server internals and behavior. For the past 14 years, Delaney has been writing about SQL Server, in addition to courseware development and performance consulting. She is the primary author of the highly acclaimed Inside SQL Server series, which includes Inside SQL Server 7 (1999), Inside SQL Server 2000 (2000), Inside SQL Server 2005: The Storage Engine (2006) and Inside SQL Server 2005: Query Tuning and Optimization (2007). She is currently at work on her latest book covering the internals of SQL Server 2008.

Delaney's session will also delve into several new storage formats introduced in SQL Server 2008 and SQL Server 2005.

"They look like great additions to the product at first glance, but administrators need to understand the costs as well as the benefits when considering these new storage options," said Delaney. "By attending this seminar, attendees will gain valuable lessons such as techniques for finding out answers to one's own questions about how data is stored and realizing that nothing comes for free."

PASS 2008 Summit Pre-Conference registration is required. The cost of each seminar is US\$395.

For more information on the pre-conference topics and registration, please visit [www.sqlpass.org](http://www.sqlpass.org). Early bird conference registration rates apply through June 30, 2008.

**About the Professional Association for SQL Server (PASS)**

Co-founded by Microsoft Corporation and Computer Associates, Inc., the Professional Association for SQL Server (PASS) is the first independent, user-run global association of SQL Server technology users. PASS is the definitive global community for more than 28,000 SQL Server professionals. PASS' mission is to provide SQL Server technology users with the resources they need to meet their organization's strategic and tactical objectives using SQL Server while also enhancing both their personal and professional competitive advantages in the marketplace. PASS offers its members a variety of unique educational opportunities, including user conferences, distinctive Web offerings, unparalleled professional networking opportunities and direct advocacy to Microsoft. For additional information on PASS and the benefits of becoming a member, please visit the PASS Web site at [www.sqlpass.org](http://www.sqlpass.org).

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