



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Lifeboat Distribution Honored as New Jersey IT/ Software Company of 2011

– Award presented by the New Jersey Technology Council –

Shrewsbury, NJ, November 21, 2011 – Lifeboat Distribution, an international specialty software distributor for virtualization and other technically sophisticated products, today announced that it had been recognized as the IT/ Software Company of the Year for 2011 by the New Jersey Technology Council (NJTC).

Dan Jamieson, Vice President and General Manager, Lifeboat Distribution accepted the award at the [NJTC's Annual Gala Dinner](#). He said, "Lifeboat's value-proposition revolves around our focus on software, backed-up by the extraordinary customer service we provide daily to our reseller and vendor partners throughout the world."

Jamieson continued, "We've built a very strong business in the virtualization space, having forged partnerships with over 25 virtualization tool vendors – so that continues to be a pivotal area of growth for us." Lifeboat has assembled these virtualization tools into the unique [Lifeboat Virtualization World View](#) software ecosystem – generally acknowledged as the broadest portfolio of virtualization solutions available in the industry. In addition to its Virtualization World View, Lifeboat provides World Views in other software ecosystems, including: [security](#); [application lifecycle management](#); [network infrastructure](#); [database infrastructure](#) and business productivity.

About Lifeboat Distribution

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international specialty software distributor for virtualization/cloud computing, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps software publishers recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels.

Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream, expand their margin+ services revenues, and build profitable product and service businesses. For more information, visit <http://www.lifeboatdistribution.com>, or call +1.800.847.7078 (US), +1.732.389.0037 (International), or +31.36.8200.236 (Europe). Follow Lifeboat Distribution on Twitter: <http://twitter.com/lifeboatvad>.

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