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Programmer's Paradise Announces 2009 "Riding the Crest" and Partner of the Year Awards

– Winners include CA, VMware, Sybase, Intel, StorageCraft, SolarWinds, Quest Software, Embarcadero Technologies, and SAP BusinessObjects –

Shrewsbury, NJ (March 9, 2010) – Programmer's Paradise, the leading independent reseller of software development and infrastructure tools for information technology professionals, today announced the winners of its Riding the Crest® and Partner of the Year awards for 2009.

The Riding the Crest awards are presented annually as Programmer's Paradise recognizes leading selling products from its exclusive "World View" software ecosystems for Application Lifecycle Management, Virtualization, Security, Database Infrastructure, Networking, and Business Productivity. The overall Riding the Crest winner for best-selling product in 2009 was the CA ERwin Data Modeler, while VMware was awarded best new product for VMware vSphere 4. For the second year, Programmer's Paradise also recognized CA with its overall Partner of Year Award.

"Programmer's Paradise Riding the Crest Awards go to the leading development and infrastructure software solutions selected by our customers over the past year," said Shawn Giordano, Vice President of Sales for Programmer's Paradise. "Congratulations to our winning partners on this well-deserved recognition of the value provided by their products."

In addition to being named Product of 2009, CA ERwin Modeling Suite was the overall winner in the Database Infrastructure World View, and was also a category winner in the Application Lifecycle Management and Database Infrastructure World Views. CA's Threat Manager was also a multiple category winner, being named overall Security World View product as well as winning category awards for Intrusion Protection, Malicious Code Protection, and Threat Monitoring & Management. In the Application & Network Infrastructure World View, CA's eHealth Performance Manager captured overall World View and was the leading product in the Systems Management category. CA ARCserve Backup was the leading Business Continuity & Disaster Recovery product.

"CA has focused on arming partners with software solutions that help their customers manage their IT environments, facilitating their efforts to ensure high performance, availability and protection of business-critical systems," said Adam Famularo, Senior Vice President and General Manager for CA's Recovery Management and Data Modeling Business Unit. "We are proud of the successful relationship we have built with Programmer's Paradise, and pleased

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to be recognized again as their ‘Partner of the Year’ and acknowledged across multiple products and categories for the value our solutions deliver.”

In addition to the New Product of 2009 Award for VMware vSphere 4, VMware won multiple Riding the Crest awards for Virtualization, including Overall World View winner and Virtualization Platform category for VMware Infrastructure Enterprise. VMware also won Riding the Crest awards for VMware vCenter Server in the Virtualization: Server & Workstation Administration, and Virtualization: Performance Monitoring & Management categories. “VMware is very pleased and appreciative of the recognition awarded by the Programmer’s Paradise ‘Riding the Crest’ awards,” said Vincent Orrei, Area Partner Manager, VMware. “We realize that Programmer’s Paradise has the opportunity to work with and sell many software products, so it is particularly gratifying to VMware to be recognized this way. Programmer’s Paradise is a significant partner for VMware and we look forward to many more successful years together.”

Sybase was recognized as Programmer’s Paradise Growth Partner of the Year for 2009. The company’s SQL Anywhere won recognition as the leading Database Platform. “Sybase continues to increase its emphasis on partner relationships, and Programmer’s Paradise is among the most valued partners in our channel,” said Bernie Prusaczyk, Channel Sales Senior Director, Sybase. “These awards are further evidence that the solid foundation we have built with Programmer’s Paradise provides strong benefits to our customer base. Sybase is pleased to receive the Programmer’s Paradise 2009 Growth Partner of the Year Award and the Riding the Crest award for our SQL Anywhere® database technology and we look forward to further building upon this successful relationship.”

SolarWinds won the award as Programmer’s Paradise Emerging Partner for 2009, and their Orion Network Performance Monitor was recognized as the leading Network Management product.

Intel Software was a repeat winner, with Riding the Crest awards in three Application Lifecycle Management categories: Intel C++ for the Development: C++ category; Intel Visual Fortran Compiler for the Development: Fortran category; and Intel VTune Performance Analyzer for the Application Lifecycle Management: Test category. “This recognition reflects customer satisfaction with Intel products and the excellent work Programmer’s Paradise does to earn customer respect and our respect year after year,” said James Reinders, Director, Intel Software Development Products. “Customer happiness with us both led to this recognition, and we deeply appreciate it.”

Winning the Riding the Crest award in the Virtualization: Business Continuity & Disaster Recovery category was StorageCraft’s ShadowProtect disaster recovery, and data protection software. “As more businesses are investigating virtualization, they are seeing the need to protect all of those ‘virtualized’ systems and data,” said Mike Kunz, vice president of sales at StorageCraft. “The Riding the Crest Award recognizes customer confidence that our StorageCraft ShadowProtect backup and disaster recovery solutions are a perfect way to make sure all systems are safe and secure – whether they’re virtual or physical.”

Quest Software’s Foglight was a Riding the Crest winner in two Database categories – Management & Administration, and Performance Monitoring & Tuning. The company’s Quest TOAD database development tool was the winner in the Database: Development and Test category.

Flexera Software (formerly Acresto) won Riding the Crest awards for InstallShield in the Application Lifecycle Management: Deploy category, and for AdminStudio in Virtualization: Software Development & Test.

SAP BusinessObjects Crystal Reports reporting software recognized as the leading-selling Reporting/Mining product in the Database Infrastructure, Management & Modeling World View.

Embarcadero Technologies was the winner of the Riding the Crest award in the Java Development category with its JBuilder multi-platform, enterprise-class Java development environment.

A complete list of Riding the Crest winners can be viewed on the Programmer's Paradise website at www.programmers.com/ridingthecrest.

About Programmer's Paradise

Programmer's Paradise – a subsidiary of Wayside Technology Group, Inc. is a leading reseller of software, systems and services for information technology professionals in the United States and Canada. Programmer's Paradise sells an extensive line from leading publishers of software and tools for application lifecycle management, virtualization, database modeling, security, business continuity/disaster recovery, application and network infrastructure, science/engineering, and other technically sophisticated domains. Software technology professionals and corporate purchasing managers rely on Programmer's Paradise for unparalleled value and selection, knowledgeable service reps, in-depth product expertise, great service, and fast, accurate turnaround. For more information, visit www.programmers.com, or call +1.800.599.4388, or +1.732.389.8950. In Canada, call +1.888.423.2700.

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