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Wayside's Nicole Petriello and Nathalie Turner Recognized as Channel Leaders

– Executives named in 2010 edition of CRN's Women Of The Channel –

Shrewsbury, NJ, August 03, 2010 – Wayside Technology Group Inc. (NASDAQ:WSTG) today announced that two of its executives had been recognized as leaders in the information technology distribution channel. [Nicole Petriello, director of business development](#), Lifeboat Distribution and [Nathalie Turner, director of marketing and vendor relations](#), Wayside Technology Group were named by CRN (Computer Reseller News) in the annual [Women Of The Channel](#) report as being among the most influential female channel executives.

In her vendor relations role, Nathalie and her team recruit vendors and coordinate go-to-market plans across all three of Wayside's separate and distinct subsidiaries – specialty software distributor Lifeboat Distribution, VAR 500 reseller Programmer's Paradise and its TechXtend value added solutions unit. She said, "We're fortunate to work closely with great technology companies as part of their extended channel teams. That puts us in a position to view channel operations from every perspective – and to see what works and what doesn't. We can then apply our experience to help new vendor partners to craft and execute channel programs that spur awareness, adoption and sale of their products."

As leader of Lifeboat Distribution's business development team, Nicole is in the business of making connections – between vendors, their solutions and the resellers that will be most effective in introducing and delivering them to target customers. As she explains, the quality of her vendor partners makes her job easier. "We're fortunate to work with software vendors that provide compelling business opportunity for our resellers, combined with leading-edge solutions for their end customers. Sprinkle in some innovative channel selling programs and you have a recipe for a win-win for our vendors, our resellers and most importantly, their mutual end customers."

Simon F. Nynens, Chairman and Chief Executive Officer of Wayside Technology, congratulated both executives. "We're very proud that CRN has named both Nicole Petriello and Nathalie Turner in their annual Women Of The Channel report. This recognition is well-deserved and shines a light on the contributions that they – and the many great women at Wayside Technology – make every day to the success of our company."

About Wayside Technology Group

Wayside Technology Group, Inc. (NASDAQ: WSTG) was founded in 1982 and is a unified and integrated technology company providing products and solutions for corporate resellers, VARs, and developers, as well as business, government and educational entities. The company offers technology products from software publishers and manufacturers such as Acronis, CA Technologies, DataCore, Dell, Flexera Software (publishers of InstallShield), GFI, Hewlett Packard, Infragistics, Intel Software, Microsoft, Mindjet, Quest Software, SolarWinds, StorageCraft Technology, TechSmith, Veeam, Vizioncore, and VMware.

Additional information can be found by visiting www.waysidetechnology.com.

The statements in this release concerning the Company's future prospects are forward-looking statements that involve certain risks and uncertainties. Such risks and uncertainties include the continued acceptance of the Company's distribution channel by vendors and customers, the timely availability and acceptance of new products, and contribution of key vendor relationships and support programs. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in our filings with the Securities and Exchange Commission.