



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

FOR IMMEDIATE RELEASE

VanillaSoft Selects Lifeboat as Worldwide Distributor

– Agreement intended to broaden VanillaSoft’s reach to customers worldwide. Hosted web-based platform offers affordable and easy-to-use solution for companies to make most out of their outbound calling campaigns –

Shrewsbury, NJ, October 16, 2012 – Lifeboat Distribution, an international specialty software distributor for virtualization and other technically sophisticated products, today announced that it had been selected by VanillaSoft to distribute that company’s lead management and customer relationship management (CRM) offering through Lifeboat’s global network of resellers and solution providers. The agreement is designed to broaden VanillaSoft’s reach to prospective customers by creating a proactive global solution provider channel.

VanillaSoft’s lead management and CRM solutions are Software as a Service (SaaS) offerings that are widely used by organizations focused on selling, prospecting or appointment setting through outbound calling. VanillaSoft reaches beyond traditional CRM and Sales Force Automation (SFA) solutions by providing best-in-class features such as automatic lead distribution, logical branch scripting, auto dialing, next-best-lead routing, intelligent call recording, integrated email follow-up, real-time activity dashboards and robust web reporting.

“We believe that a proactive, focused solution provider channel is essential to accelerating VanillaSoft’s customer and revenue growth,” said Kevin Thornton, Executive Vice President, Sales and Marketing, VanillaSoft. “With Lifeboat’s track record of helping create leading channel programs, we’re looking to build a powerful network of partners to promote the benefits of VanillaSoft’s SaaS platform to new prospects and customers worldwide.”

“We’re delighted to be selected as VanillaSoft’s distribution partner,” said Dan Jamieson, Vice President and General Manager, Lifeboat Distribution. “More than ever before, our solution provider partners are looking to help their clients become more effective in selling to and servicing customers, prospects and other stakeholders. VanillaSoft’s solution – with its strong productivity tool set – provides them with a compelling extension to their offering.”

VanillaSoft will be promoted to solution providers as part of Lifeboat's exclusive Business Productivity World View software ecosystem. Resellers and solution providers interested in offering VanillaSoft lead management and customer relationship management solutions should contact Lifeboat by phone at +1.800.847.7078 (US) or +1.888.523.7777 (Canada), or by email at sales@lifeboatdistribution.com. VanillaSoft will also participate as a sponsor of Lifeboat's October 2012 Partner Business Development Summit in Atlantic City, NJ. Resellers may learn more about the business opportunities with lead management and CRM software by registering to attend this event at <http://www.lifeboatdistribution.com/Lifeboat-Partner-Summit-2012>.

About VanillaSoft

VanillaSoft is the award winning Lead Management Software and CRM solution for phone centric selling. VanillaSoft enables thousands of individuals and sales teams to do more than store their data and report on it like traditional CRM. VanillaSoft customers drive productivity by deploying an award winning Best-In-Class feature set which includes next-best-lead routing, auto-dialing, on-board intelligent messaging, integrated e-mail, real-time lead distribution, live dashboard and call recording for training.

Typical users realize a productivity increase of 30 to 100% over traditional CRM, creating an easy to justify ROI. VanillaSoft dials over existing phone systems or VOIP meaning no new or high fees for telecom. VanillaSoft is based in Plano, Texas where it has served a global client base since 2005.

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 www.lifeboatdistribution.com, or call +1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.36.8200.236 (Europe). Follow Lifeboat Distribution on Twitter ([@LifeboatVAD](https://twitter.com/LifeboatVAD)) and Facebook ([LifeboatDistribution](https://www.facebook.com/LifeboatDistribution)).

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Lifeboat is a registered trademark, and the World View hexagon is a trademark of Lifeboat Distribution in the US and other countries.