

**FOR IMMEDIATE RELEASE**

**Lifeboat to Distribute AVG Business Managed Workplace**

*– Remote IT Monitoring/Management Solutions gives MSPs the ability to standardize managed service delivery–*

Shrewsbury, NJ (August 10, 2016) —Lifeboat Distribution, an international value added distributor for virtualization, security, business continuity and other technically sophisticated products, announced today an expansion of their distribution agreement with AVG Technologies allowing distribution into the North America, Latin America and Caribbean market place.

AVG Technologies, a leading provider of software services to secure devices, data and people began their partnership with Lifeboat Distribution in 2010. “Lifeboat Distribution shares our commitment to maximizing opportunities for our channel ecosystem and at the same time, effectively meeting the security needs of today’s businesses,” said Fred Gerritse, General Manager, AVG Business. “As a leading, specialty distributor in security, the company brings a proven track record providing our AVG Business security portfolio. We are now taking our partnership to the next level to simplify onboarding and implementation of managed security services through expansion of our AVG Managed Workplace solution. We look forward to creating a win-win scenario for our channel partners and their business customers.”

AVG Managed Workplace provides a simplified service delivery platform that integrates core RMM capabilities with the service models that Managed Service Providers (MSPs) use to deliver managed security services. Designed to align with the way MSPs do business, AVG Managed Workplace streamlines and standardizes the configuration and onboarding of customer sites – saving time and driving valuable efficiencies.

“We are very pleased to add the AVG Managed Workplace product to our portfolio as it will provide easy access for our MSP base to proactively manage their customer engagements,” added William R. Botti, Executive Vice President of Wayside Technology Group.

Through the Managed Workplace platform, AVG has reduced the onboarding process to a few clicks for automated deployment with less room for missteps and unfulfilled service contracts. The platform lets MSPs create their own service plans to cover a group of devices within a customer site or deliver standardized service offerings right out of the box. This allows MSPs to more easily map security services to their customers’ Service-Level Agreements (SLAs). In addition to three levels of service plans, they can choose from security and RMM services that include monitoring and alerting, automation, path management, AV management, backup management and reporting. Managed service providers interested in offering AVG Business Managed Workplace can contact Lifeboat Distribution at +1.800.847.7078 (USA) or via email at [sales@lifeboatdistribution.com](mailto:sales@lifeboatdistribution.com). Lifeboat is also hosting an AVG webinar “Understand Today’s Security Threat Landscape to Better Service Your Customers,” on August 18, 2016 at 2:00 PM EDT. If interested, visit <https://attendee.gotowebinar.com/register/7969483855053524740> to register.

**About Lifeboat Distribution**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value added 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 vendors 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, and build profitable product and service businesses. For additional information visit [www.lifeboatdistribution.com](http://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).

**About AVG Technologies N.V.**

AVG is the leading provider of software services to secure devices, data and people. AVG's award-winning consumer portfolio includes internet security, performance optimization, location services, data controls and insights, and privacy and identity protection, for mobile devices and desktops. The award-winning AVG Business portfolio, delivered through a global partner network, provides cloud security and remote monitoring and management (RMM) solutions that protect small and medium businesses around the world. For more information, visit [www.avg.com](http://www.avg.com).

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