

**FOR IMMEDIATE RELEASE**

**Lifeboat Distribution Named Exclusive North American Distributor  
for Bluebeam, Inc.**

*Lifeboat and Bluebeam Announce Strategic Alliance to Accelerate Partner Success*

Eatontown, NJ (May 16, 2017)—Lifeboat Distribution, an international value added distributor for virtualization, security, business continuity and other technically sophisticated products, announced today exclusive rights to distribute Bluebeam’s full suite of innovative technology solutions in North America.

This alliance underlines Bluebeam’s commitment to helping partners accelerate their success selling Bluebeam. Bluebeam offers a profitable partner program, simple and versatile solutions, training and certification, and many additional benefits to partners. This exclusive engagement ensures solution providers receive all the benefits of partnering with Bluebeam, paired with the speed, accuracy and steadfast sales support of Lifeboat order processing.

Bluebeam, Inc. is a leading developer of innovative technology solutions for the architectural, engineering and construction (AEC) industries. Their flagship product, Bluebeam Revu, is the end-to-end digital workflow and collaboration solution trusted by over one million AEC professionals worldwide.

“This partnership represents a huge win for our customers and our reseller networks,” said Aaron Courdy, Vice President, Channel Services at Bluebeam. “By working together, Bluebeam and Lifeboat can increase the levels of service and support for our customers and our resellers, and be able to deliver the scalable solutions our industry requires to drive growth.”

“Since 2004, we’ve been working with Bluebeam to further define and execute their Channel strategy, with phenomenal growth going up against some very established competition” said Brian Gilbertson, Vice President and General Manager of Lifeboat Distribution. “The similarities in our corporate culture – nimble, innovative, and known throughout the reseller community as easy to work with – make our partnership a great fit for continued success.”

Those interested in distribution services and solutions should contact Lifeboat Distribution at +1.800.847.7078 (US), or +1.888.523.7777 (Canada), or via email at [sales@lifeboatdistribution.com](mailto:sales@lifeboatdistribution.com).

**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](tel:+1-800-847-7078) (US), [+1-732-389-0037](tel:+1-732-389-0037) (Latin America-Caribbean and Asia Pacific), [+1-905-828-2052](tel:+1-905-828-2052) (Canada), or [+31-20-210-8005](tel:+31-20-210-8005) (EMEA -Europe, Middle East, Africa).

Follow Lifeboat Distribution on LinkedIn (<https://www.linkedin.com/company/lifeboat-distribution>), Twitter (@LifeboatVAD) and Facebook (@LifeboatDistribution).

### **ABOUT BLUEBEAM, INC.**

Bluebeam's innovative desktop, mobile and cloud solutions push the limits of digital collaboration to enable professionals, who work in the most document-intensive industries, to do what they do, better. Bluebeam's award-winning software solutions are used by the world's top architectural, engineering and construction firms, manufacturers, government agencies and municipalities to reduce paper usage by more than 85% and to increase productivity by over 60%. The Bluebeam Account Services team and global reseller network have been solving customer challenges in over 100 countries for more than a decade.

Visit [www.bluebeam.com.au](http://www.bluebeam.com.au) for more on why Bluebeam is changing the status quo and setting a new standard. Bluebeam, Inc. is part of the [Nemetschek Group](#).

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