

FOR IMMEDIATE RELEASE

## **Lifeboat to Distribute Promise Technology**

*Agreement will help Promise Technology develop a strong partner community within their channel program*

**Eatontown, NJ (August 7, 2018)** — Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) and international value-added distributor for virtualization, security, business continuity and emerging technologies, announced today a distribution agreement with Promise Technology.

Lifeboat will sell the entire Promise Technology portfolio, which ranges from easy-to-use consumer-based storage devices to battle-tested enterprise class solutions. The Promise Atlas product that will now be distributed exclusively through Lifeboat has Thunderbolt™ 3 or 10GbE models that offer outstanding flexibility and fit every need.

“The addition of Promise Technology will enable Lifeboat to offer a platform that we can cross-sell with some of our current technologies and address solutions for verticals such as IoT, Media, Surveillance, and traditional storage” said Dale Foster, EVP of Lifeboat Distribution.

Behrouz Zali, VP of Channel Sales & Marketing for US and Canada at Promise Technology added, “We are excited about our new relationship with Lifeboat and look forward to reaching a broad customer base together.”

Those interested in distribution services and 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](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 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe). Follow Lifeboat Distribution on LinkedIn, Facebook and Twitter @LifeboatVAD.

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## **ABOUT PROMISE TECHNOLOGY**

Promise Technology is a recognized global leader with 30 years of experience in the storage industry. Promise creates innovative solutions tailored to the unique needs of the IoT, Cloud, IT, Rich Media and Surveillance markets. From personal cloud appliances, to scalable enterprise IT Infrastructure, blazingly fast post-production tools, video security solutions and hyperconverged systems, Promise adapts its products to meet the real-world challenges customers face every day. Promise's highly experienced sales and engineering teams are strategically located throughout the Americas, EMEA, and JAPAC regions to provide unparalleled services and support to its customers around the globe. For more information, visit: [www.promise.com](http://www.promise.com).

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