

FOR IMMEDIATE RELEASE

**Lifeboat Distribution Makes Financing More Accessible for
Channel Partners**

*Distributor Simplifies IT Purchases Reducing Upfront Capital Costs, Leveraging Multi-Year
Operational Budgets, and Aligns with Realized ROI*

Eatontown, NJ (January 9, 2017) —Lifeboat Distribution, an international value added distributor for virtualization, security, business continuity and other technically sophisticated products, announced today new, accessible financing options for its channel partners. These programs offer channel partners the ability to select customizable billing features that best suit their individual needs and budgetary requirements.

The financing option programs are designed to reflect channel partners' project costs, deployment schedules and budget cycle. The goal of the program is to stretch budget dollars in order to make essential hardware and software purchases, as needed. "With Lifeboat's financing programs, organizations no longer need to delay much needed IT investments or settle for suboptimal alternatives. Investing in technology is a business imperative for every company yet how you make that investment is not always so evident. We strongly believe that our financing program options will provide enhanced clarity by providing our channel partners with predictable payment options," stated Michael Vesey, Vice President and Chief Financial Officer, Wayside Technology Group.

Among the list of comprehensive financial programs that Lifeboat is offering are: traditional net term payment options, flooring programs with Wells Fargo®, GE Wells Fargo®, De Lange Landen®(DLL) and IBM, blind and visible escrow programs, and an extended 2-year financing option program.

"We believe it is important to offer our customers flexible and customizable financing options that will enable them to invest in the appropriate solutions and services that meet their individual needs and budget. By extending these options, it further allows our channel partners to make the purchases they need when they need them, without having to worry about cash flow constraints," stated William R. Botti, Executive Vice President, Wayside Technology Group.

For additional information on Lifeboat Distribution's new financing program visit www.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, 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 Twitter (@LifeboatVAD) and Facebook (LifeboatDistribution).

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