



FOR IMMEDIATE RELEASE

Lifeboat to Distribute Datadobi Software

Agreement will help Datadobi develop a robust partner community for their channel program

Eatontown, NJ (September 27, 2018) — Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) and international value-added distributor for disruptive and emerging technologies, announced today a distribution agreement with Datadobi, a data management company that offers enterprise-class software for migrating and protecting unstructured data anywhere.

Lifeboat will sell Datadobi's products included in their DobiMiner Suite, including DobiMigrate. Partners will be able to enlist the powerful functionality of DobiMigrate software to ease their customers' technology transitions from any legacy platform to next-generation storage by providing the best unstructured data migration solution in terms of integrity, performance, functionality and reliability.

"With unstructured data increasing, it is important to have a product like Datadobi's, which allows you to effectively migrate your existing environment to better manage costs and complexity of growing data" said Dale Foster, Executive Vice President, Lifeboat Distribution. "Anything that enables our partners to make money or save money is key to our services portfolio, where we can provide the tools like DobiMigrate for them to do it, or for us to use the tools and deliver the end to end outcomes required."

"Migration is a key part of almost every storage refresh, whether it be on-premises or to the cloud. Traditionally, data migration has been time-consuming, complex and risky, and as a consequence, not something that was offered by the majority of partners," added Ian Leysen, CEO and Co-Founder, Datadobi. "Lifeboat Distribution can now enable all of their partners to include migration as part of every storage opportunity. With DobiMigrate, new systems will be deployed rapidly and customers will quickly realize the TCO improvements offered by storage vendors—most of which assume an early decommissioning of existing equipment."

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.

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 LinkedIn, Facebook and Twitter @LifeboatVAD.

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ABOUT DATADOBI

Datadobi builds software that enables its customers to migrate and protect their unstructured data anywhere. Their DobiMiner Software Suite allows customers to migrate, copy, replicate, restore and failover File and Object data between heterogeneous or in-family NAS, File-system, and Object storage on-premises or in the Cloud. The DobiMiner Software Suite—DobiMigrate, DobiReplicate, and DobiSync—provides the safest, fastest, easiest and most cost-effective way to ensure your File and Object data is always available.

Learn more at www.datadobi.com. Follow on Twitter at @datadobi, LinkedIn, or via their YouTube channel.

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