

FOR IMMEDIATE RELEASE

**TouchCast Selects Lifeboat Distribution to Expand Global Footprint**

*Lifeboat to distribute TouchCast's communication and collaboration solutions to its entire global network.*

**Eatontown, NJ (June 28, 2018)** — Lifeboat Distribution, an international value-added distributor for virtualization, security, business continuity and emerging technologies, announced today a distribution agreement with TouchCast, a company that develops smart video communications and collaboration solutions.

Lifeboat will distribute TouchCast's products to its global network of 4,000 resellers around the globe.

"Video has completely transformed the way businesses communicate," said Brian Gilbertson, Vice President and General Manager of Lifeboat Distribution. "TouchCast will help us deliver a powerful suite of products that bring the power of video to transform communication and collaboration in the modern enterprise."

The first product distributed by Lifeboat will be TouchCast Pitch, a groundbreaking new tool for creating unforgettable presentations. Pitch turns every sales meeting, product demo, training webinar, town hall, executive briefings or educational course into an unforgettable experience.

"We're incredibly excited to have Lifeboat Distribution join our partner program," said Mitchell Bell, TouchCast's Vice President of Channel Sales. "With a history of bringing the most important emerging technologies to its network Lifeboat is a natural partner in helping us change how enterprise communications is done by creating content that fits the way customer, partners and employees want to consume it."

Available for Mac and PC, Pitch includes everything modern communicators need in one application: From smart business templates, stunning virtual sets, AI-powered summarization and search, to real-time analytics, a cloud-hosted video platform, high-quality stock images and videos and educational courses from the best communication instructors on the planet.

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 TOUCHCAST**

TouchCast helps companies cut costs, increase revenues and meet their business goals by bringing the power of Smart Video to every single part of their organization. From forging stronger relationships with customers to building trust with employees, to training new hires faster, TouchCast makes it easy to embrace video as the most effective medium for getting your story across. Visit us at [www.touchcast.com](http://www.touchcast.com).

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