



FOR IMMEDIATE RELEASE

Lifeboat Adds Pioneering Enterprise Storage-As-A-Service Offerings from Zadara

Partnership extends Zadara's reach into the channel and opens door to further development of partner network

Eatontown, NJ (April 25, 2019) — Lifeboat Distribution, an international value-added distributor for disruptive and emerging technologies and subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), announced today a new distribution agreement with Zadara Storage, the pioneer in enterprise storage-as-a-service.

The new partnership authorizes Lifeboat to distribute Zadara's breakthrough storage-as-a-service offerings. Zadara provides enterprise NAS and SAN service with NFS, CIFS/AD and iSCSI interfaces, dual HA controllers, dedicated high-performance drives and enterprise-class storage features — including snapshots, replication, thin provisioning, encryption, and more. Data is stored on dedicated hardware for increased privacy and quality of service, and protected with in-flight and at-rest encryption, including user-managed keys.

With Zadara, users get more than enterprise-class storage. Zadara comes with 24/7/365 live support, proactive system management, and periodic non-disruptive hardware upgrades included. That's why Zadara can offer a 100% uptime guarantee.

"Enterprise data storage can be complex and expensive," said Dale Foster, Executive VP of Lifeboat Distribution. "Zadara offers a simplified data storage and management experience for enterprises of all types and sizes."

"We chose to partner with Lifeboat because of their data center expertise, unique focus on emerging technologies and exceptional customer service," noted Roland Serna, vice president of channels and alliances for Zadara. "These qualities will help us accelerate the execution of our channel strategy, making Lifeboat a perfect distribution partner for Zadara."

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 and cloud, storage & HCI, security, data management, connectivity, software & application lifecycle, 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).

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ABOUT ZADARA

Founded in 2011, Zadara offers agile, secure enterprise cloud storage as a fully managed service, with a 100% uptime guarantee and consumption-based pricing. Any location, any data type, any protocol. Zadara offers resource isolation, exceptional security, and management control. Get Zadara on premises and through cloud and colocation providers. More at:

<https://www.zadara.com/>

<https://www.linkedin.com/company/zadara-storage>

<https://twitter.com/Zadara>

For Lifeboat Media & PR inquiries contact:

Lifeboat Distribution

Media Relations
media@lifeboatdistribution.com

For Zadara Media & PR inquiries contact:

Lages & Associates
Stephanie Olsen
(949) 453-8080
stephanie@lages.com

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