



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Lifeboat Distribution Partners with Nexsan to Meet Customer Demands**

*New partnership will boost Lifeboat's data center offering while strengthening Nexsan's channel presence.*

**Eatontown, NJ (July 19, 2018)** — Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) and international value-added distributor focused on emerging technologies, announced today a new distribution agreement with Nexsan in North America. Nexsan's product portfolio is designed to offer customers highly available, reliable and secure storage to match individual business needs.

Lifeboat will sell Nexsan's E-Series, Beast, Unity, and Assureon products to offer a range of storage solutions that are purpose-built to suit specific customer requirements.

"The partnership with Nexsan allows Lifeboat to offer a solution that truly maintains the security and integrity of high volume storage," said Dale Foster, Executive Vice President of Lifeboat Distribution. "We look forward to introducing Nexsan to our channel partners as a great way to address some of their customers' data storage concerns."

Gregg Pugmire, Senior Vice President of Worldwide Sales and Marketing at Nexsan added, "Lifeboat is committed to delivering the best value in the market. The introduction of the Nexsan product line will enhance their product offering by providing highly reliable and secure storage solutions. Nexsan's portfolio is designed to enable customers to implement a solution which works for them, while combating today's growing concerns around cost, privacy and data protection."

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 NEXSAN**

Nexsan® is a global enterprise storage leader since 1999 delivering the most reliable, cost-effective and highly efficient storage solutions. Nexsan's solution portfolio empowers enterprises to securely store, protect and manage valuable business data with a broad product line of unified storage, block storage, and secure archiving. For more information, go to <https://www.nexsan.com>.

For Media & PR inquiries contact:

Lifeboat Distribution  
Media Relations  
[media@lifeboatdistribution.com](mailto:media@lifeboatdistribution.com)

Nexsan  
Touchdown PR  
Emily Gallagher  
[nexsan@touchdownpr.com](mailto:nexsan@touchdownpr.com)

US: + 1 (512) 373-8500

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