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VirtualWorks Signs Distributor Agreement with Lifeboat Distribution

Agreement opens doors to thousands of North American virtualization resellers

BOCA RATON, FL, July 18, 2011 – VirtualWorks™ Group, the pioneer in content virtualization solutions for tackling data sprawl, today announced it has signed a distribution agreement with Lifeboat Distribution, an international specialty software distributor for virtualization and other technically sophisticated products. Under the agreement, Lifeboat will distribute VirtualWorks' content virtualization software in North America.

Lifeboat is the first channel member to join VirtualWorks' PartnerWorks™ alliance program, which was also announced today. The PartnerWorks alliance, which will be rolled out in phases, will equip a global network of channel partners, technology partners and software developers with best-practice information, resources and tools to expand and promote the market for content virtualization solutions that optimize the value of information for organizations.

"VirtualWorks' content virtualization solutions will be a valuable new offering for our North American reseller network," said Dan Jamieson, vice president and general manager of Lifeboat Distribution. "As organizations of all sizes struggle with the growing problem of data sprawl, VirtualWorks has created a way for VARs to participate in the next wave of virtualization and cloud computing with a solution set that can have a real impact on their customers' productivity and bottom lines. Another important factor is that VirtualWorks is led by a seasoned executive management team with proven commitment to the channel."

"Lifeboat has a history and reputation for identifying cutting-edge solutions that solve customer problems and investing in them early on," said Edward Iacobucci, chairman and CEO of VirtualWorks. "The company is an excellent channel partner because Lifeboat boasts the broadest portfolio of virtualization and cloud computing solutions available in the industry, providing us with immediate access to thousands of North American resellers. We are confident that Lifeboat's resellers will see the value that we bring to them with pre-integrated, packaged software that is fast to deploy and provides them with both near-term and recurring revenues."

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Content Virtualization

VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Content virtualization abstracts content from disparate application silos, records the metadata in a single index, and federates the results, so users can securely and rapidly access business-critical information from anywhere. By leveraging the power of content virtualization, a broad range of organizations, from SMBs to large global enterprises, can solve a critical pain point for frustrated workers trying to find information they need in a timely manner across a variety of applications, locations and devices.

Resellers and solutions providers interested in offering [VirtualWorks 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 specialty software distributor for virtualization, 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 software publishers 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 develop a rich opportunity stream, expand their margin and services revenues, and build profitable product and service businesses. For more information, visit www.lifeboatdistribution.com. Follow Lifeboat Distribution on Twitter: [lifeboatvad](#).

About VirtualWorks

VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Headquartered in Boca Raton, FL, with offices in Norway, the company is led by Edward Iacobucci, a prominent high-tech entrepreneur and co-founder of Citrix Systems. The company's technology is currently used by more 300 private and public sector organizations in Norway, Sweden and the United States to unleash the power of information no matter where it resides within the organization. For more information, please visit www.virtualworks.com. Follow VirtualWorks on Twitter: vworks.

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