

FOR IMMEDIATE RELEASE

Lifeboat to Distribute Blue Medora's management packs for VMware's vRealize Operations

Agreement will help Blue Medora develop a strong partner community in the channel

Eatontown, NJ (March 7, 2018) — Lifeboat Distribution, an international value-added distributor for virtualization, security, business continuity and other technically sophisticated products, announced today a distribution agreement with Blue Medora, an innovator in integration software for the most common IT systems monitoring platforms.

Lifeboat will sell Blue Medora's management packs for VMware's vRealize Operations to its network of value-added resellers, system integrators, and managed service providers in North America and Mexico. Blue Medora's management packs for vRealize Operations provides visibility past the virtual layer and into apps, databases and the underlying infrastructure. Using the vRealize engine with Blue Medora's management packs allows customers to bring features such as relationship mapping, capacity planning, dashboards, predictive analytics and smart alerts beyond the virtual layer.

"I'm delighted with the addition of Lifeboat Distribution to our partner community. Their flexibility, scalability and partner reach will significantly enhance our ability to support our partners and execute on our 100% channel based sales strategy," stated Chris Noordyke, Chief Revenue Officer, Blue Medora.

"The addition of Blue Medora to our product portfolio will allow us to provide great value to our customers. One major benefit which all businesses will find helpful is that it streamlines productivity for those who want to remain ahead of the curve as well as on top of all their internal IT processes," added Dale Foster, Executive Vice President, Lifeboat Distribution.

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.

ABOUT BLUE MEDORA

Blue Medora is pioneering total IT system insight without plugins. Its software easily connects system health and performance data—no matter its source—with the world’s leading monitoring and analytics platforms, breaking barriers to today’s IT challenges. Based in Grand Rapids, Mich, Blue Medora helps more than 350 customers to unlock Dimensional Data across their IT stack. For more information visit www.bluededora.com

For Media & PR inquiries contact:

Lifeboat Distribution
Media Relations
media@lifeboatdistribution.com

Blue Medora
Media Relations
Ann O’Leary
ann.oleary@bluededora.com

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