



FOR IMMEDIATE RELEASE

Michelle Boers of Lifeboat Distribution Honored as One of CRN's 2019 Women of the Channel

CRN names Michelle Boers, Lifeboat Canada Country Manager, to its 2019 Women of the Channel List for her leadership and role in driving channel growth

Eatontown, NJ (May 20, 2019) — Lifeboat Distribution, an international value-added distributor for disruptive and emerging technologies and subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), announced today that [CRN®](#), a brand of [The Channel Company](#), has named Michelle Boers, Lifeboat Canada Country Manager to its prestigious 2019 Women of the Channel list. The leaders on this annual list are from all areas of the IT channel ecosystem; representing technology suppliers, distributors, solution providers, and other IT organizations. Each is recognized for her contributions to channel advocacy, channel growth and visionary leadership.

CRN editors choose the list from a multitude of channel leadership applicants and select the final honorees based on their professional accomplishments, demonstrated expertise, and ongoing dedication to the IT channel.

"CRN's 2019 Women of the Channel list honors influential leaders who are accelerating channel growth through mutually-beneficial partnerships, incredible leadership, strategic vision, and unique contributions in their field," said Bob Skelley, CEO of The Channel Company. "This accomplished group of leaders is driving channel success and we are proud to honor their achievements."

"We are very excited to have Michelle honored as one of the 2019 Women of the Channel award recipients, for the second year in a row. She understands all aspects of the channel and translates them into value for our partners. Michelle is a true asset to our organization and possesses all the qualities that a leader should strive to attain," said Brian Gilbertson, VP & GM of Lifeboat Distribution.

The 2019 Women of the Channel list will be featured in the June issue of CRN Magazine and online at www.CRN.com/WOTC.

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 THE CHANNEL COMPANY

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace.

www.thechannelcompany.com

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