



FOR IMMEDIATE RELEASE

## **Lifeboat Signs Agreement to Add Arcserve Data Protection Solutions to Their Portfolio**

*Agreement will expand Lifeboat's data protection offerings while extending Arcserve's reach into the channel*

**Eatontown, NJ (July 23, 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 Arcserve, an award winning provider of backup & recovery, high availability, disaster recovery and email archiving solutions.

Lifeboat will sell the full line of Arcserve products that deliver proven results with unmatched intellectual property that protects 35 types of cloud, on-premises, virtual environments, and platforms. Arcserve drives the industry forward through exceptional solutions that protect the valuable data of mid-sized and decentralized enterprise businesses.

"We are excited about the opportunity to partner with Lifeboat to extend Arcserve's delivery of world class backup, disaster recovery, and replication solutions to partners and customers in North America," said Stephen Thomas, Senior Vice President of North America Sales for Arcserve. "Lifeboat is a premier value-added distributor in the technology space and their dedication to world class customer service and support aligns well with Arcserve's vision and mission."

"Arcserve has positioned itself to lead a resurgence in the fragmented backup marketplace. As Lifeboat continues to focus on emerging technologies, we were drawn to the fact that Arcserve now has an all in one backup and recovery offering from cloud, virtual, and physical environments. We're anxious to join their new channel plans," added Dale Foster, President of 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](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 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](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).

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## **ABOUT ARCSERVE**

Arcserve provides exceptional solutions to protect the priceless digital assets of organizations in need of full scale, comprehensive data protection. Established in 1983, Arcserve is the world's most experienced provider of business continuity solutions that safeguard multi-generational IT infrastructures with applications and systems in any location, on premises and in the cloud. Organizations in over 150 countries around the world rely on Arcserve's highly efficient, integrated technologies and expertise to eliminate the risk of data loss and extended downtime while reducing the cost and complexity of backing up and restoring data by up to 50 percent. Arcserve is headquartered in Minneapolis, Minnesota with locations around the world. Explore more at [www.arcserve.com](http://www.arcserve.com) and follow @Arcserve on Twitter.

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