



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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Lifeboat to Distribute Neuxpower's NXPowerLite File Optimization Software in North America

– Agreement a Key Step in Neuxpower's Americas Go-to-Market Strategy –

Shrewsbury, NJ, January 26, 2010 – Lifeboat Distribution, an international specialty software distributor for virtualization and other technically sophisticated products, today announced an agreement with British software firm, Neuxpower Solutions, to distribute Neuxpower's NXPowerLite file optimization software through its network of value added resellers and solution providers in the United States and Canada.

NXPowerLite optimizes Microsoft Powerpoint, Word and Excel files, as well as JPEG images, when they are sent with popular email systems including Microsoft Outlook, Microsoft Outlook Express, Microsoft Windows Mail, and Lotus Notes. Optimized files, reduced by up to 98% of their original size, remain in their original format and retain all their functionality, so they can be opened and edited by anyone.

The agreement is a key step in Neuxpower's go-to-market strategy. "File optimization is an emerging technology that we believe will become an important – and profitable – sector over the coming years," said Mike Power, Neuxpower's CEO. "Teaming up with Lifeboat will enable Neuxpower to offer our products through a network of experienced solutions providers, increasing our market share in the Americas and cementing our reputation as a leading provider of file optimization software."

"Analysts are telling us that 2010 will see significant refresh cycles in PCs, storage and servers, and this augurs well for solution providers," said Dan Jamieson, vice president and general manager, Lifeboat Distribution. "Whether organizations refresh or not, Neuxpower's file optimization solutions offer a great business opportunity for our reseller partners, to help clients improve user productivity, unblock congested email systems, and shorten backup windows, while reclaiming existing server storage and delaying future capital investment."

Resellers and solutions providers interested in offering NXPowerLite solutions should contact Lifeboat by phone at +1-800-847-7078, or by email at sales@lifeboatdistribution.com.

About Neuxpower

Established in 1997, Neuxpower Solutions is a global leader in file optimization software. NXPowerLite technology is designed to help organizations manage the impact of large Microsoft Office files on their business. Our desktop and server solutions are used by more than one million people worldwide.

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. We help 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 power a rich opportunity stream, expand their margin+ services revenues, and build profitable product and service businesses.

For more information, visit our web site www.lifeboatdistribution.com, or call +1.800.847.7078 or +1.732.389.0037.

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The statements in this release concerning the Company's future prospects are forward-looking statements that involve certain risks and uncertainties. Such risks and uncertainties include the continued acceptance of the Company's distribution channel by vendors and customers, the timely availability and acceptance of new products, and contribution of key vendor relationships and support programs. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in our filings with the Securities and Exchange Commission.