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# Programmer's Paradise Ranked Among North America's Top 500 Technology Integrators by Everything Channel

*– Ranks #367 in 2010 VAR500 list; Repeats recognition as leading North American technology solution provider –*

**Shrewsbury, NJ (June 11, 2010)** – Programmer's Paradise, a leading reseller of development tools and infrastructure software and solutions, today announced that the Company has been recognized by Everything Channel as one of North America's top technology integrators. Named to the prestigious VAR500 list, Programmer's Paradise placed number 367 in the 16th annual ranking.

With a focus on virtualization, infrastructure and application lifecycle technologies, Programmer's Paradise – with its TechXtend value added solutions division – helps software development and technology professionals in corporations, government agencies, and educational institutions across the United States and Canada optimize their information technology investments.

"This repeat recognition as a leading information technology firm reconfirms the business value that our customers expect and receive from Programmer's Paradise and TechXtend," said Shawn Giordano, vice president sales, Programmer's Paradise.

"The VAR 500 is the who's who of the solution provider community. Microsoft, HP, Cisco, Symantec among others are highly reliant on the VAR 500 to sell their products to businesses and collectively this audience generated more than $500B in sales in 2009. Even more importantly they solve customers' biggest IT business problems through product integration, training, consulting and services. In companies large and small, the VAR 500 are considered integration experts, trusted business advisors and invaluable partners. We are honored to compile

this list and represent this audience," said Kelley Damore, VP, Editorial Director, Everything Channel.

The complete listing of the VAR500 was published in print and online at CRN.com on May 24, 2010.

## About Programmer's Paradise

Programmer's Paradise – a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) – is a leading reseller of software, systems and services for information technology professionals in the United States and Canada. Programmer's Paradise – and its TechXtend value added solutions unit – resells software and hardware solutions and supporting technical services for workstations, servers, storage and networks. Programmer's Paradise sells an extensive line from leading publishers of software and tools for virtualization, application and network infrastructure, application lifecycle management, database modeling, security, business continuity/disaster recovery, and other technically sophisticated domains. Customers rely on Programmer's Paradise for unparalleled value and selection, knowledgeable service reps, with in-depth product expertise, and fast accurate turn-round. For more information, visit www.programmers.com, or call +1.800.599.4388, or +1.732.389.8950. In Canada, call +1.888.423.2700.

## Everything Channel

Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a UBM company. To learn more about Everything Channel, visit us at http://www.everythingchannel.com.

## About United Business Media Limited (www.unitedbusinessmedia.com)

UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities – from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

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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.