



PRESS RELEASE

Lifeboat to Distribute Liquidware Labs' Assessment and User Experience Management Solutions

Stratusphere and ProfileUnity assess, migrate, configure, and ensure service levels of Next Generation Desktops

Alpharetta, Ga – November 30, 2009 - Liquidware Labs, the leader in User Experience Management for next generation desktops, today announced an agreement with Lifeboat Distribution, an international specialty software distributor for virtualization, security, application lifecycle, and network infrastructure products. Lifeboat will offer Liquidware Labs Stratusphere and Liquidware Labs ProfileUnity through its network of value added resellers and solution providers in North America, South and Central America, and the Caribbean.

Stratusphere and ProfileUnity speed adoption and lower the cost of rolling-out new desktop technologies such as VMware View, Citrix XenDesktop, and Microsoft Windows 7. Together the solutions provide assessment, migration, configuration, and user service level assurance, giving integrators and administrators an “On-Ramp” and ongoing user management of new desktop platforms.

“The benefits of moving an organization to new desktop platforms such as VDI have been proven,” said Patrick Clark, chief revenue officer for Liquidware Labs. “The only pieces that have been missing until now are solutions like Stratusphere and ProfileUnity which enable solution providers and administrators to easily right-size existing infrastructure and provide a migration and management path forward. We’re pleased to make our solutions available to Lifeboat’s entire channel. Integrators will immediately find value in Stratusphere’s ability to assess customers for new desktop technologies such as VMware View 4. They will also have ProfileUnity as a clear solution for user migration and management of the environment.”

“Virtual desktops are a significant business opportunity for solution providers, and Liquidware Labs’ assessment and user experience management solutions are an ideal line extension, in combination with leading VDI technologies,” said Dan Jamieson, Vice President and General Manager at Lifeboat Distribution. “Our resellers will see great value in using Stratusphere and ProfileUnity to drive their services business, as well as to help customers speed adoption and ease management of virtual and next generation desktop projects.”

VARs and solution providers interested in reselling Liquidware Labs’ assessment and user experience management solutions may contact Lifeboat by phone at +1-800-847-7078 (USA)/ +1-905-828-2052 (Canada)/ +1-732-389-0037 ext 7240 (International), by email via sales@lifeboatdistribution.com, or on the web at www.lifeboatdistribution.com.

About Liquidware Labs

Liquidware Labs™ (LWL) is the leader in Assessment and User Experience Management for next generation desktops including VMware View, Citrix XenDesktop, and Microsoft Windows 7. The company’s Stratusphere™ and ProfileUnity™ solutions have been described by analysts as the industry’s

first “On-Ramp to VDI” by providing complete methodology and software that enable organizations to cost-effectively plan, migrate, and manage their next generation desktop infrastructure with best practices in mind. LWL’s comprehensive solutions provide Assessment, Personalization Management, User Configuration, and Service Level Assurance. LWL products are VMware and Citrix certified, and are available through a global network of certified partners. Visit www.liquidwarelabs.com for further information.

About Lifeboat Distribution

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: [WSTG](http://www.wstg.com)), 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. The company helps 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.

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