

## **ThinPrint Announces Agreement with Lifeboat to Distribute Leading Print Management Solutions**

*ThinPrint signs distribution agreement with international specialty software distributor to expand channel for ThinPrint's .print product line in U.S. and Canadian markets*

DENVER – July 27, 2010 – ThinPrint, the global leader in print management solutions, today announced its non-exclusive agreement with Lifeboat Distribution, an international specialty software distributor for technically sophisticated products, to distribute ThinPrint's .print product line, including the latest version of its core product offering ThinPrint .print 8.0, throughout the U.S. and Canada.

"ThinPrint's alliance with Lifeboat Distribution is an important relationship that will help expand our already strong market presence in the U.S. and Canadian regions," said Henning Volkmer, president and CEO of ThinPrint. "Lifeboat delivers the experience and reputation that will enable the enterprise access to the complete ThinPrint .print product line, such as .print 8.0, for all print management needs."

ThinPrint .print is the leading print management solution for any company using central print servers in their IT environments. ThinPrint's .print product family drastically improves the printing process by enabling high performance print data compression, connection specific bandwidth control, SSL encryption of print data, a tracking service for analyzing printing costs, as well as various print management options, and a proprietary driver-free printing technology. ThinPrint .print addresses an important need in the enterprise, allowing for a better overview of print infrastructure and simplifying management resulting in reduced printing costs.

"Lifeboat's expertise and access to resellers combined with ThinPrint's advanced print management solutions, delivers a channel relationship that provides an optimal scenario for both our organizations and our customers," said Daniel T. Jamieson, vice president and general manager for Lifeboat Distribution. "This agreement not only provides our partner resellers with access, services and support to deliver the best in print management solutions from ThinPrint, but also provides the advantage of added benefits and incentives for the channel."



# Press Release

This press release is available at [www.thinprint.com/press](http://www.thinprint.com/press). Images are available from [www.thinprint.com/pressphotos](http://www.thinprint.com/pressphotos). Details of .print Engine 8.0 can be found at [www.thinprint.com/8-0](http://www.thinprint.com/8-0).

## **ThinPrint Inc.**

ThinPrint specializes in mobile enterprise solutions and printing in distributed network architectures. The company's success is based on its print management solution, ThinPrint .print, which is successfully employed in companies of all sizes in all sectors around the globe. More than 500 major distributors and resellers in over 80 countries sell products made by ThinPrint AG. Thanks to numerous partnerships, client components using patent-pending .print technology have been integrated into the terminals, print boxes, PDAs and mobile phones of several leading hardware producers. Strategic partnerships with ThinPrint play a special role in this endeavor, including BlackBerry (RIM), Bluetooth SIG, Citrix Systems, Fujitsu, Lexmark International, Microsoft, Nokia, Orange, Palm, Sun Microsystems, Symbian and VMware.

## **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. 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. For more information, visit [www.lifeboatdistribution.com](http://www.lifeboatdistribution.com), or call +1.800.847.7078 (US), +1.732.389.0037 (International), or +31.36.8200.236 (Europe). Follow Lifeboat Distribution on Twitter: <http://twitter.com/lifeboatvad>.

## **Press contacts at ThinPrint:**

North American Headquarters:  
ThinPrint, Inc., Megan Easterling, Alliance Manager,



# Press Release

Phone: 303.487.1302 ex 2410, E-mail: [Megan.Easterling@thinprint.com](mailto:Megan.Easterling@thinprint.com)

Corporate Headquarters:

ThinPrint AG, Silke Kluckert, Public Relations Manager,

Phone.:+49.30.394931-66, Fax: +49.30.394931-99,

E-mail: [press@thinprint.com](mailto:press@thinprint.com), [www.thinprint.com](http://www.thinprint.com)