

**FOR IMMEDIATE RELEASE**

**Lifeboat to Distribute KnowBe4's End-User Security Awareness Training**

*– Kevin Mitnick Security Awareness Training (KMSAT) effectively mitigates the urgent IT security problems of social engineering, spear phishing and ransomware –*

Shrewsbury, NJ – February 4, 2016 – Lifeboat Distribution (NASDAQ: WSTG), an international specialty distributor for security, virtualization, network infrastructure, and other technically sophisticated products, today announced a distribution agreement with KnowBe4, experts in new school integrated Security Awareness Training and Simulated Phishing attacks. Lifeboat will distribute KnowBe4's end-user security awareness training solution to their network of resellers, VARs and systems integrators in the United States and Canada.

Cybercrimes are at an all-time high as today hackers not only steal identities, but are taking over networks, bank accounts, ATMS, and more. Every organization is at risk! End-user security awareness is an important piece of the security puzzle because many cyber attackers target the end user (social engineering) to succeed. Policies, procedures and awareness are the first level of defense for any enterprise, which is why it is so important that small and medium enterprises (including non-profits) give their end-users Internet Security Awareness Training, and enforce compliance. Unlike point of failure training, KnowBe4's approach is to train everyone on a continual basis to create a security aware culture. Every end-user gets engaging and effective on-demand training by Kevin Mitnick ("The World's Most Famous Hacker") and after being trained will receive ongoing testing.

"Ninety-one percent of data breaches are caused by phishing and spear-phishing, a common tool in the hacker arsenal. Many threats that are not detected with security software can be stopped dead in their tracks by creating a strong security culture within an organization and by giving employees the tools and training to become a human firewall," stated Stu Sjouwerman, the founder and CEO of KnowBe4, LLC. "We are so confident our security awareness training program works, we'll pay your ransom if you get hit with ransomware while you are a customer."

"As end-user security awareness can affect every aspect of an organization's security profile, KnowBe4's SaaS-based Kevin Mitnick Security Awareness Training with simulated Phishing Security Tests (PST) is a must-have training product that is a terrific addition to our security

portfolio,” said William R. Botti, Executive Vice President at Lifeboat Distribution. “Our agreement with KnowBe4 will enable our partners to offer comprehensive, world-class security awareness training services – and to take advantage of the growing demand for such services to generate highly profitable, recurring revenue streams. Our MSPs will realize the additional benefit of protecting their own business interests by keeping their customers protected.”

Lifeboat will promote KnowBe4’s security awareness training solution in conjunction with their extensive line card of security products. Resellers and managed service providers interested in offering KnowBe4 training 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/cloud computing, 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 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, 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), +1.888.523.7777 (Canada), or +31.36.8200.236 (Europe). Follow Lifeboat Distribution on Twitter (@LifeboatVAD) and Facebook (LifeboatDistribution).

### **About KnowBe4**

KnowBe4 is the world’s most popular integrated Security Awareness Training and Simulated Phishing platform. Realizing that the human element of security was being seriously neglected, KnowBe4 was created by two of the best known names in cybersecurity, Kevin Mitnick (the World’s Most Famous Hacker), and Inc. 500 alum serial security entrepreneur Stu Sjouwerman, to help organizations manage the problem of social engineering tactics through new school security awareness training. Nearly 3000 organizations use KnowBe4’s platform to keep employees on their toes with security top of mind. KnowBe4 is used across all industries, including highly regulated fields such as finance, healthcare, energy, government and insurance. [www.KnowBe4.com](http://www.KnowBe4.com)

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