

May 15, 2013

GovConnection, a Subsidiary of PC Connection, Inc., Awarded 2013 Partner of the Year by Educational & Institutional Cooperative Purchasing (E&I)

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (**NASDAQ: PCCC**), a provider of a full range of information technology (IT) solutions to business, government, and education markets, today announced that its subsidiary, GovConnection, Inc., has been awarded Partner of the Year by Educational & Institutional Cooperative Purchasing (E&I), a buying cooperative serving colleges and universities established by the National Association of Educational Procurement (NAEP).

William Cooper, E&I President, said, "GovConnection is a true standout among E&I suppliers. The GovConnection contract is consistently one of the Cooperative's most widely used contracts, with members often commenting on the organization's unfaltering reliability and top-notch customer service."

E&I presented the Partner of the Year awards at this year's NAEP Annual Meeting to business associates who deliver world-class service to E&I's membership community through a commitment to excellence, continuous improvement, and innovative practices. E&I evaluated nominees based on criteria that include the supplier's dedication to new member acquisition, programs, level of service provided, member purchases, and member satisfaction.

"It's an honor to be elected E&I Partner of the Year," said Bob Howard, President of GovConnection, Inc. "This recognition affirms our dedication to delivering the best customer service and most innovative technologies to our customers." Howard continued, "GovConnection is committed to helping the E&I membership community choose and implement the right IT solutions for their organizations—from consultation and design to installation and disposition."

About E&I

Established in 1934 by members of The National Association of Educational Procurement (NAEP), Educational & Institutional Cooperative Purchasing (E&I) is a buying cooperative that serves colleges and universities. E&I uses the combined purchasing power of nearly 2,400 member institutions to lower costs on a wide range of products and services. The organization provides members with access to a diverse portfolio of high quality national and regional contracts from best-in-class suppliers. E&I's member-driven competitive solicitation process has been validated by the National Institute of Governmental Purchasing (NIGP). For more information, please go to: www.eandi.org.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, has three wholly owned sales subsidiaries: PC Connection Sales Corporation, MoreDirect, Inc., and GovConnection, Inc., headquartered in Merrimack, NH; Boca Raton, FL; and Rockville, MD; respectively. All three companies can deliver custom-configured computer systems overnight from our ISO 9001:2008 certified technical configuration lab at our distribution center in Wilmington, OH. Investors and media can find more information about PC Connection, Inc. at <http://ir.pcconnection.com>.

PC Connection Sales Corporation (800-800-5555), the original business of PC Connection, Inc. serving primarily the small- and medium-sized business sector, is a rapid-response provider of IT products and services. It offers more than 300,000 brand-name products through its staff of technically trained sales account managers and telesales specialists, catalogs, publications, and its website at www.pcconnection.com. This company also serves consumer and small office users and is, under its MacConnection brand (800-800-2222), one of Apple's largest authorized online resellers at www.macconnection.com.

MoreDirect, Inc. (561-237-3300), www.moredirect.com, provides corporate technology buyers with best-in-class IT solutions, in-depth IT supply-chain expertise, and access to over 300,000 products and 1,600 vendors through TRAXX™, our proprietary cloud-based eProcurement system. Backed by over 500 technical certifications, MoreDirect's team of engineers, software licensing specialists, and project managers help reduce the cost and complexity of buying hardware, software, and services throughout the entire IT lifecycle.

GovConnection, Inc. (800-800-0019) is a rapid-response provider of IT products and services to federal, state, and local government agencies and educational institutions through specialized account managers, catalogs, publications, and online at www.govconnection.com.

"Safe Harbor" Statement Under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements that are subject to risks and uncertainties, including, but not limited to, the impact of changes in market demand and the overall level of economic activity and environment, or in the level of business investment in information technology products, competitive products and pricing, product availability and market acceptance, new products, fluctuations in operating results, the ability of the Company to manage personnel levels in response to fluctuations in revenue, and other risks that could cause actual results to differ materially from these detailed under the caption "Risk Factors" in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission for the year ended December 31, 2012. The Company assumes no obligation to update the information in this press release or revise any forward-looking statements, whether as a result of any new information, future events, or otherwise.

pccc-g

###

PC Connection, Inc.
Corporate Communications, 603-683-2167

Source: PC Connection, Inc.

News Provided by Acquire Media