

July 8, 2013

PC Connection, Inc. Chosen by Microsoft to Sell Surface Pro and Surface RT

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, has been chosen by Microsoft to participate in the Microsoft Devices Program, which will allow the organization to sell Surface Pro and Surface RT to commercial customers. The goal of the Microsoft Devices Program is to serve customers by activating Microsoft's channel of partners to sell its devices to organizations of all sizes, from the classroom to the boardroom.

"We are pleased that PC Connection has been chosen as one of a select few resellers authorized to participate in the Microsoft Devices Program," said Tim McGrath, President and CEO of PC Connection, Inc. "This designation highlights the value of our services and support offerings—and our ability to meet the IT demands of a broad and diverse customer base. Our experts help customers discern their technology needs, design innovative solutions to complex challenges, and deliver the products, services, and guidance they need to realize their goals. PC Connection's involvement in the Microsoft Devices Program will enable us to continue to serve as a trusted advisor to our customers and provide the resources and in-depth expertise they need to integrate the latest technology into their organizations."

"Bringing Surface Pro and Surface RT to the U.S. commercial channel greatly extends the reach of our devices-and-services strategy, delivering our family of devices enabled by cloud services to more organizations than ever before," said Jenni Flinders, Vice President U.S. Partner Group for Microsoft Corp. "We look forward to working closely with our Microsoft Devices Program partners to better serve their customers and create compelling solutions together."

The Microsoft Partner Network is designed to equip organizations that deliver products and services through the Microsoft platform with the training, resources, and support they need to provide their customers superior experience and outcomes. Launching first in the U.S., Microsoft Devices Program creates a two-tier distribution model with authorized partners to enable commercial customers to purchase Surface Pro and Surface RT.

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.

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