

December 17, 2012

## **PC Connection Honored as a Winner of the Microsoft Operational Excellence Platinum Award**

*Outstanding Performance and Commitment to Customer Satisfaction Cited by Microsoft*

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 it has won the Platinum Level Operational Excellence Award at the Microsoft FY13 Roundtables Conference. The company was chosen out of the North American field of top Microsoft partners for delivering market-leading operational excellence supporting Microsoft technology.

"Only by aligning our efforts and strengthening our partnerships with outstanding companies like PC Connection is Microsoft able to offer continued quality products and services to our customers," said Hugh Aitken, general manager of Commercial Operations. "I congratulate this year's winners for their commitment to performance excellence."

PC Connection, Inc. was recognized for superior operational excellence, meeting or exceeding specific requirements for the number of valid licensing agreements in a variety of categories. By meeting these operational criteria, Microsoft Platinum Award winners have illustrated their commitment to providing value and superior customer satisfaction.

"PC Connection is honored to receive the Platinum Level Operational Excellence Award," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This distinction recognizes PC Connection's industry-leading approach to delivering the highest level of technical expertise and service in helping our customers achieve their infrastructure and licensing goals. We strive every day to solve our customers' business challenges, and we will continue to work closely with Microsoft and other leading vendors to serve our customers as a trusted technology adviser."

### **About PC Connection, Inc.**

PC Connection, Inc., a Fortune 1000 company, has four sales subsidiaries: PC Connection Sales Corporation, MoreDirect, Inc., GovConnection, Inc., and Professional Computer Center, Inc. d/b/a ValCom Technology, headquartered in Merrimack, NH, Boca Raton, FL, Rockville, MD, and Itasca, IL, respectively. All four 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](http://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](http://www.macconnection.com).

MoreDirect, Inc. (561-237-3300), [www.moredirect.com](http://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™, a 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, and publications, and online at [www.govconnection.com](http://www.govconnection.com).

Professional Computer Center, Inc. d/b/a ValCom Technology (630-285-0500), [www.valcomtechnology.com](http://www.valcomtechnology.com), provides technology services to medium-to-large corporate organizations utilizing its proprietary cloud-based IT service management software, WebSPOC™. Through its experienced technical service personnel ValCom Technology provides network, server, storage, mission-critical onsite support, installation, and hosting of lifecycle services.

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"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, 2011. More specifically, the statements in this release concerning the Company's outlook for 2012 and other statements of a non-historical basis (including statements regarding the Company's ability to leverage the resources of ValCom Technology over its current customer base) are forward-looking statements that involve certain risks and uncertainties. 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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