

September 9, 2013

PC Connection Receives Award at Cisco Partner Summit 2013

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 it is the recipient of a Cisco Partner Summit Geographical Region award for Americas Strategic Partner Organization Commercial Partner of the Year. This award recognizes exemplary organizations who demonstrate best-in-class business practices and serve as a model to the industry within their respective region.

"Winning the award for our region reflects PC Connection's unparalleled ability to deliver end-to-end IT solutions to all of our customers through Cisco technologies," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This recognition from Cisco highlights our ability to offer the services and technical expertise our customers require to solve their unique business challenges. We are excited to continue to strengthen our relationship with Cisco as we meet the IT needs of our customers with innovative solutions, value, and exceptional service."

As a Cisco Gold Certified Partner, PC Connection provides the highest possible levels of service, expertise, and reliability. The Company achieved this elite status by heavily investing in and training a highly skilled team in Cisco technologies and by consistently delivering high levels of customer satisfaction. PC Connection has more than 300 Cisco certifications and holds advanced specializations in every Cisco architecture. A deep partnership with Cisco enables PC Connection to deliver an unbeatable customer experience and to develop IT solutions that improve efficiency, reduce costs, and optimize performance from the edge of the wireless network to the core of the data center.

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

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