

December 22, 2014

PC Connection Named Adobe Reseller Partner of the Year

Adobe Recognizes PC Connection for Exceptional Sales Performance and Growth in 2014

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (NASDAQ:PCCC), a national provider of a full range of information technology (IT) solutions to business, government, healthcare, and education markets, today announced that it has been named Reseller Partner of the Year at Adobe's 2014 annual Worldwide Sales Conference.

Vice President of Consumer and SMB Sales at Adobe, Rob Giglio, said, "PC Connection continues to deliver on its reputation as a proven industry leader and valued partner. They consistently demonstrated exceptional performance in the channel for Adobe Creative Cloud subscriptions and Adobe Acrobat, including superior customer acquisition and retention, sales performance, and sales effectiveness. We are delighted to present them with this award."

Tim McGrath, President and CEO of PC Connection, stated, "It's an honor to be named Adobe's Partner of the Year. This award reflects our outstanding performance in the channel, but more importantly, the tremendous value our customers place on having a partner that listens to, understands, and solves their technology challenges seamlessly." McGrath continued, "As a leading National Solutions Provider, our partnership with Adobe enables PC Connection to deliver the [latest innovations](#) in the marketplace. We will continue to build on that strong relationship to help ensure our customers have access to the cutting-edge technologies, [licensing expertise](#), and exceptional service they need to drive productivity, efficiency, and collaboration."

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, 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.

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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 those 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, 2013. 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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