



Connection Wins Veeam VAR Growth Partner of the Year Award

Outstanding Customer Service, Business Growth, and Partner Collaboration Earn Company Special Honors

MERRIMACK, N.H.--(BUSINESS WIRE)--May 20, 2025-- Connection (PC Connection, Inc.; NASDAQ: [CNXXN](#)), a leading information technology solutions provider to business, government, healthcare, and education markets, is pleased to announce it has been selected to receive the 2024 Value Added Reseller (VAR) Growth Partner of the Year Award in the Americas region from [Veeam® Software](#). The Veeam Partner of the Year awards celebrate the achievements and dedication of Veeam partners who go above and beyond in demonstrating superior performance, innovation, and commitment to delivering exceptional solutions and support to customers.

Connection was selected as winner of the VAR Growth Partner of the Year Award (Americas) for showcasing outstanding growth, exceptional customer service, and industry-leading collaboration with Veeam channel sales and marketing teams throughout quarterly business planning, joint lead-generation activities, and pipeline development.

Tim McGrath, President and CEO of Connection, said, "We are proud to be recognized as Veeam's 2024 VAR Growth Partner of the Year. Connection is committed to helping our customers protect their critical data and workloads in the face of sophisticated threats and evolving business demands. This award reflects the technical expertise, dedication, and hard work of so many on our team. Thank you to Veeam for this incredible honor—we will continue to earn the trust of our customers by delivering the highest levels of data protection and customer service."

"At Veeam, being a channel-first company means our partners are at the heart of everything we do, and our award winners represent the gold standard," said Kevin Rooney, Vice President of Americas Channel at Veeam. "Today, the stakes couldn't be higher – close to 70% of organizations still suffered a cyber-attack last year – the combination of Veeam's industry-leading innovation with our partners' expertise and passion delivers data resilience to our customers to ensure their business keeps running no matter what happens."

About Connection

PC Connection, Inc. and its subsidiaries, dba **Connection**, (www.connection.com; NASDAQ: CNXXN) is a Fortune 1000 company headquartered in Merrimack, NH. With offices throughout the United States, Connection delivers custom-configured computer systems overnight from its ISO 9001:2015 certified technical configuration lab at its distribution center in Wilmington, OH. In addition, the Company has over 2,500 technical certifications to ensure that it can solve the most complex issues of its customers. Connection also services international customers through its GlobalServe subsidiary, a global IT procurement and service management company. Investors and media can find more information about Connection at <http://ir.connection.com>.

Connection Business Solutions (800.800.5555) is a rapid-response provider of IT products and services serving primarily the small-and medium-sized business sector. It offers more than 460,000 brand-name products through its staff of technically trained sales account managers, publications, and its website at www.connection.com.

Connection Enterprise Solutions (561.237.3300), www.connection.com/enterprise, provides corporate technology buyers with best-in-class IT solutions, in-depth IT supply-chain expertise, and real-time access to over 460,000 products and 1,600 vendors through MarkITplace®, a proprietary next-generation, cloud-based supply chain solution. The team's engineers, software licensing specialists, and subject matter experts help reduce the cost and complexity of buying hardware, software, and services throughout the entire IT lifecycle.

Connection Public Sector Solutions (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, publications, and online at www.connection.com/publicsector.

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Corporate Communications:

Jeff Frank, 603.683.2083
jeff.frank@connection.com

Investor Relations:

Thomas Baker, 603.683.2505
Senior Vice President, CFO, and Treasurer
tom@connection.com

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