

June 5, 2012

PC Connection Wins Cisco SMB Partner of the Year Award at Cisco Partner Summit 2012

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 Theater award for SMB Partner of the Year. Cisco unveiled the winners at its recent annual channel partner conference in San Diego, CA.

"It is an honor to recognize PC Connection as a Cisco Partner Summit Theater award winner," said Jim Sherriff, Senior Vice President, Americas Partner Organization at Cisco. "The SMB Partner of the Year Award presented to PC Connection recognizes its performance and expertise as a Cisco channel partner in the U.S. in 2011."

As a Cisco Gold Partner, PC Connection strives to exceed the expectations of their customers with solutions that create value, increase efficiency, and foster innovation.

"We are very pleased to be named Cisco SMB Partner of the Year," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This award highlights PC Connection's ability to deliver the technical expertise and exceptional service our customers require to solve their complex business challenges." McGrath continued, "PC Connection will continue to work closely with Cisco and other leading vendors to achieve our goals, and serve as a trusted advisor to our customers for all of their technology needs."

Cisco Partner Summit awards are presented at three levels: Global, Geo, and Theater. Cisco Partner Summit U.S. and Canada Theater awards reflect a partner's performance in a given geographic region of the United States or Canada.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, has four sales companies: 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. This company also serves the consumer and small office users under its PC Connection Express brand (888-800-0323) at www.pcconnectionexpress.com 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™, 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.

Professional Computer Center, Inc. d/b/a ValCom Technology (630-285-0500), 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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