



PC Connection Opens New Dallas Call Center

MERRIMACK, N.H.--(BUSINESS WIRE)--Feb. 9, 2006--PC Connection Sales Corporation, a leading direct marketer of information technology (IT) products and solutions for small- and medium-sized businesses, has announced it will open a new call center next month in Addison, TX within the Dallas metroplex.

Timothy McGrath, President, PC Connection Sales Corporation, said, "The new call center provides an excellent means for continued expansion of our managed account telesales business. Dallas metroplex is an ideal location to recruit talented IT sales professionals."

The call center will be managed by Emery Geosits of Allen, TX. From 1999-2005, Geosits held a number of management positions within the PC Connection, Inc. group of companies. Prior to this, he was employed for eight years by CompuCom, a value-added reseller headquartered in Dallas.

PC Connection Sales Corporation has several other call centers. They are located in Merrimack, Keene, and Portsmouth, NH, and Marlborough, MA. The Company is part of PC Connection, Inc. (Nasdaq: PCCC), a holding company founded in 1982 with annual revenue of \$1.4 billion.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns three sales companies: PC Connection Sales Corporation, GovConnection, Inc., and MoreDirect, Inc., headquartered in Merrimack, NH, Rockville, MD, and Boca Raton, FL, respectively. All three companies can deliver custom-configured computer systems overnight.

PC Connection Sales Corporation (1-800-800-5555) is a rapid-response provider of information technology (IT) products and solutions offering more than 100,000 brand-name products to businesses through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its Web site at www.pconnection.com. The subsidiary serves the Apple/Macintosh community through its MacConnection division (1-800-800-2222), which also publishes specialized catalogs and is online at www.macconnection.com.

GovConnection, Inc. (1-800-800-0019) is a rapid-response provider of IT products and solutions to federal, state, and local government agencies and educational institutions through specialized account managers, catalogs, and publications, and online at www.govconnection.com.

MoreDirect, Inc. (561-237-3300), www.moredirect.com, provides corporate technology buyers with a comprehensive web-based e-procurement solution and in-depth IT supply-chain expertise, serving as a one-stop source by aggregating more than 300,000 products from the inventories of leading IT wholesale distributors and manufacturers. MoreDirect's TRAXX[®] system is a seamless end-to-end interface which empowers clients to electronically source, evaluate, compare prices, and track related technology product purchases in real-time.

CONTACT: PC Connection, Inc.
Karin Bakis, 603-683-2308
Public Relations Director
603-533-4905 (mobile)

SOURCE: PC Connection, Inc.