

PC Connection Wins VMware Partner Network Award

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (NASDAQ: PCCC), a holder of companies that specialize in providing end-to-end information technology (IT) solutions to business, government, and education markets, announced today that it has been recognized by VMware as an Americas winner of a VMware Partner Network Award in the Corporate Reseller of the Year category. The award was presented at VMware Partner Exchange 2011, VMware's annual partner event in Orlando, FL.

"VMware's partners continue to be the foundation of our business, and we are pleased to recognize the great work they have accomplished throughout 2010," said Doug Smith, Vice President, Global Partner Strategy and Operations, VMware. VMware Partner Exchange brings partners together for training, education and networking with peers to help deliver enterprise hybrid cloud solutions to customers—making this the premier event to help them strengthen their virtualization and cloud practices and distinguish themselves in the marketplace. We congratulate PC Connection, and we look forward to continuing our success together."

"Winning the Corporate Reseller of the Year Award reflects the ability of our companies—PC Connection, GovConnection, and MoreDirect—to provide customers with end-to-end solutions that fit their unique requirements," said Tim McGrath, President and Chief Operating Officer of PC Connection, Inc. "Our partnership with VMware brings an innovative assortment of solutions to market—all backed by deep vendor support, in-depth technical knowledge and outstanding customer service. We look forward to building on our relationship with VMware as we continue to deliver the highest possible levels of innovation, value, and service to our customers."

About VMware Partner Exchange 2011

VMware Partner Exchange 2011 is the premier global event for virtualization and cloud partners, offering more than 150 sessions and an extensive exhibitor pavilion to demonstrate how partners can transform their virtualization businesses to deliver enterprise hybrid cloud solutions to customers. Partner attendees received a preview into the next generation of programs and products coming from VMware and offered partners an exclusive opportunity to hear from VMware executives including Paul Maritz, Chief Executive Officer; Carl Eschenbach, Co-President, Customer Operations; Raghu Raghuram, Senior Vice President and General Manager, Virtualization and Cloud platforms; Tod Nielsen, Co-President, Application Platform; Chris Young, Vice President and General Manager, End User Computing; and Rick Jackson, Chief Marketing Officer.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns four sales companies: PC Connection Sales Corporation, MoreDirect, Inc., GovConnection, Inc., and PC Connection Express, Inc., headquartered in Merrimack, NH, Boca Raton, FL, Rockville, MD, and Portsmouth, NH, respectively. All four companies can deliver custom-configured computer systems overnight from PC Connection Services' ISO 9001:2000 certified technical configuration lab at its 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 the small- and medium-sized business sector, is a rapid-response provider of IT products and services. It offers more than 180,000 brand-name products through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its website at www.pcconnection.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 a seamless end-to-end interface that empowers clients to electronically source, evaluate, compare prices, and track related technology product purchases in real-time.

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.

PC Connection Express, Inc. (888-800-0323) is a rapid-response provider of computer products and consumer electronics to home, home office, and small office users. Customers can purchase the best-known brands in the industry online at

www.pcconnectionexpress.com or order by calling a trained sales specialist. The subsidiary includes the MacConnection brand (800-800-2222), one of Apple's largest authorized online resellers at www.macconnection.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-Q filed with the Securities and Exchange Commission for the period ended September 30, 2010. 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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