

## PC Connection Names Timothy McGrath President and COO

MERRIMACK, N.H., May 17, 2010 (BUSINESS WIRE) -- PC Connection, Inc. (**NASDAQ: PCCC**), a leading direct marketer of information technology (IT) products and services, recently announced Timothy McGrath has been named President and Chief Operating Officer, reporting to Patricia Gallup, Chairman and Chief Executive Officer.

McGrath joined PC Connection, Inc. in 2005 and most recently served as Executive Vice President of PC Connection Enterprises. As President and Chief Operating Officer, the presidents of the Company's subsidiaries will report to McGrath. The subsidiary companies include PC Connection Sales Corporation, the original business of PC Connection, Inc. serving the small- and medium-sized business sector; MoreDirect, Inc., providing corporate technology buyers with a comprehensive Web-based e-procurement solution and in-depth IT supply-chain expertise; GovConnection, Inc., a rapid-response provider of IT products and services to federal, state, and local government agencies and educational institutions; and PC Connection Express, Inc., a provider of computer products and consumer electronics to home, home office, and small office users.

"This change was made to recognize Tim McGrath's outstanding leadership in times of both good and challenging economic conditions," said Gallup. "His ability to guide the efforts of our subsidiaries to grow sales and earnings, focus on meeting the needs of their customers, and achieve operational excellence has been a tremendous asset to PC Connection, Inc."

McGrath stated, "This is a wonderful opportunity to continue building upon PC Connection's reputation as an innovator and industry leader. I feel confident our experienced and talented management team will drive the Company to reach new levels of success."

McGrath began his career in the industry at Hewlett Packard, where he served as Area Sales Manager for the Eastern Region. Before joining PC Connection, Inc. he was employed by Insight Enterprises, Inc. as the Executive Vice President of Insight North America. Previously McGrath was President of Comark, which was acquired and made a division of Insight in 2002.

McGrath holds a Bachelor of Science degree in Business Administration from Southern New Hampshire University (then New Hampshire College) and an MBA from Babson College.

### 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 information technology (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](http://www.pcconnection.com).

MoreDirect, Inc. (561-237-3300), [www.moredirect.com](http://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(TM) system is 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](http://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](http://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](http://www.macconnection.com).

"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 these 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, 2009. 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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PC Connection, Inc.  
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603-683-2278

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