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PC Connection and Bechtle Launch Global Alliance

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (NASDAQ: PCCC), a national provider of a full range of information technology (IT) solutions to business, government, healthcare, and education markets, announced it has launched a global alliance with Bechtle AG, an IT provider based in Europe, to respond to increasing demands by international businesses for global integration. The agreement extends PC Connection and Bechtle's e-commerce capabilities, ensuring customers have access to innovative IT solutions, trusted guidance, and the highest level of service.

The alliance enables multinational customers to receive local support from PC Connection or Bechtle's regional offices in their respective countries, eliminating the barriers of language, currency, and different time zones. Access to an international network of vendors and distributors ensure greater buying power and consistent, affordable, and efficient global IT fulfillment. Key criteria such as portfolios, web shops, and service quality were considered in forming the alliance, which was well received by major manufacturer partners of both companies.

"Many of our multinational customers have requested support overseas; our alliance with Bechtle offers these customers the same high standard of service in-country that we provide here in the U.S.," said Susan Fazelpoor, President, Sales Support and Marketing Division of PC Connection, Inc. "Bechtle was the obvious company of choice for us, as their organization has a proven track record of outstanding service, extensive solutions capabilities, and a broad range of expertise. We look forward to working with them to solve the IT challenges of our international clients."

Jürgen Schäfer, COO IT E-commerce of Bechtle AG said, "Our agreement with PC Connection, Inc. is the beginning of an international alliance that we hope to expand with them in the future. This arrangement will allow both companies to gain access to new markets and customers. The most important prerequisite for both of us was that our customers be able to enjoy the same level of service wherever they are located." James Napp, Head of Global Alliances at Bechtle added, "PC Connection is a very good fit for us, as we generate comparable levels of revenue and share a similar corporate history and culture. We were also pleased by their management's pragmatic, solutions-oriented attitude."

PC Connection and Bechtle plan to continue to extend their global IT coverage. A growing market of international customers in search of efficient, seamless technology procurement presents a unique opportunity for IT providers with a global reach and the ability to deliver exceptional service and support through collaboration.

About PC Connection, Inc.:

PC Connection, Inc., a Fortune 1000 company, has three wholly owned sales subsidiaries: PC Connection Sales Corporation, MoreDirect, Inc., and GovConnection, Inc., located in Merrimack, NH; Boca Raton, FL; and Rockville, MD; respectively. All three companies provide custom-configured computer systems from their ISO 9001:2008 certified technical configuration lab at their distribution center in Wilmington, Ohio. Founded in 1982, PC Connection delivers valuable IT services and advanced technology solutions to a diverse customer base, and has been recognized by Forbes as America's most trustworthy company. PC Connection, Inc. has employees across the nation and operates facilities in 12 states. The Company is listed on the US stock exchange index NASDAQ as PCCC. Read more at www.pcconnection.com.

PC Connection Sales Corporation (800-800-5555), the original business of PC Connection, Inc., is a rapid-response provider of IT products and services serving primarily the small- and medium-sized business sector. 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 consumer and small office users 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™, our proprietary 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, publications, and online at www.govconnection.com.

About Bechtle:

Bechtle AG has 65 system houses in Germany, Austria, and Switzerland and is one of Europe's leading IT e-commerce providers with trading companies in 14 countries. Founded in 1983, the Neckarsulm-based company currently employs around 6,000 people. Bechtle is a manufacturer-independent company that provides one-stop shopping for all the IT infrastructure and operation needs of its more than 75,000 business, public-sector, and financial market customers. Bechtle is listed on the German stock exchange index TecDAX. Read more at www.bechtle.com

"Safe Harbor" Statement Under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding the company's intention to repurchase shares of its common stock from time to time under the stock repurchase program, the intended use of any repurchased shares, and the source of funding are forward-looking statements that are subject to risks and uncertainties. There are a number of important factors that could cause actual events to differ materially from those suggested or indicated by such forward-looking statements. These include, among others, the market price of the company's stock prevailing from time to time, the nature of other investment opportunities presented to the company from time to time, the company's cash flows from operations, general economic conditions, and other factors identified 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, 2013, and in our other filings with the Securities and Exchange Commission. 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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