

August 21, 2012

PC Connection Achieves Cisco Cloud Builder Designation

Company Recognized for Expertise in Building End-to-End Cisco Cloud Solutions

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 it has achieved the Cisco Cloud Builder designation within the Cisco Cloud Partner Program.

This designation recognizes PC Connection's competencies to sell and implement Cisco end-to-end cloud solutions throughout its markets. As a Cisco designated Cloud Builder Partner, PC Connection has met the required competencies across all cloud infrastructure components (security, networking, compute, storage and virtualization solutions), cloud management applications, and a formal cloud professional services practice.

"It's an honor to achieve Cisco's Cloud Builder designation," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This new status reflects our ongoing commitment to support the expanding role of the network in deploying cloud services. We look forward to continuing to contribute to our customer's growth by offering them a clear path to the cloud and proving that we are their trusted provider with our dedicated cloud solutions team—Cloud Connection™."

PC Connection's involvement in Cisco's Cloud Partner Program empowers them to build end-to-end cloud and professional services practices based on Cisco cloud solutions. As a Cisco Cloud Builder designated partner, PC Connection is able to augment its competencies in implementing solutions that include Cisco and approved third-party technology partners.

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, 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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