

PC Connection Named VMware's Americas Desktop Partner of the Year

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, has been named the Americas recipient of a VMware Partner Network Award in the Desktop Partner of the Year category by VMware. The award was presented at the VMware Partner Exchange 2012, VMware's annual partner event in Las Vegas, NV.

"We are proud to acknowledge the achievements made in 2011 by members of the VMware partner ecosystem and congratulate PC Connection on winning a VMware Partner Network Award," said Doug Smith, vice president, global partner strategy and operations, VMware. "Partners worldwide assemble at VMware Partner Exchange to become equipped with the tools and knowledge needed to further realize the benefits of virtualization and cloud computing—making this the leading global event for partners seeking peer-to-peer training, education, and networking to enhance their business strategies and distinguish their position in the marketplace. VMware partners continue to be the foundation of our business and we look forward to the future successes of PC Connection in 2012, as well as the rest of our partner ecosystem."

"PC Connection is honored to receive the VMware Americas Desktop Partner of the Year award," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This distinction reflects PC Connection's unique capabilities as a leading IT solutions provider and our expertise in helping customers achieve their virtualization and cloud computing goals. We are pleased to be recognized for our ability to deliver cutting-edge products and services, and we look forward to building on our valuable relationships with VMware and other innovative vendors."

About VMware Partner Exchange 2012

VMware Partner Exchange 2012 is the leading global event for virtualization and cloud partners, bringing thousands of members from the VMware partner ecosystem together to discuss the future of the industry. With more than 170 breakout sessions and an extensive exhibitor pavilion, partners gain valuable insight on how to leverage new technologies to deliver next generation enterprise hybrid cloud solutions to customers. To learn more about VMware Partner exchange visit www.vmwarepartnerexchange.com.

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 information technology (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, and 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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"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-K filed with the Securities and Exchange Commission for the year ended December 31, 2011. More specifically, the statements in this release concerning the Company's outlook for 2012 and other statements of a non-historical basis (including statements regarding the Company's ability to leverage the resources of ValCom Technology over its current customer base) are forward-looking statements that involve certain risks and uncertainties. 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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