

September 14, 2012

## PC Connection Awarded AMD Direct Marketing Reseller (DMR) of the Year 2011

*Company's Unparalleled Performance, Focus, and Engagement Cited by AMD Technologies*

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 that it has been named AMD DMR of the Year 2011. This award was given in the North American Commercial Channel Partner Awards at the annual AMD North American Executive Commercial Channel Summit held recently in San Francisco. During the event, AMD's valued channel partners shared insights on topics that will help ensure AMD is continuously working to help them succeed in today's rapidly changing technology environment.

John Byrne, AMD's Chief Sales Officer, said, "I am delighted to recognize PC Connection with the AMD DMR of the Year 2011 Award. They went above and beyond in developing innovative technical solutions using AMD technologies." He continued, "We understand that strong channel partnerships are critical to driving our own success in the commercial market. I look forward to another great year working with PC Connection to provide differentiated products and solutions to their customers."

"It's an honor to be chosen as AMD DMR of the Year 2011," said Tim McGrath, President and Chief Executive Officer of PC Connection, Inc. "This recognition showcases our ability to deliver the exceptional service and technical expertise that our customers deserve." McGrath went on to say, "We strive to exceed our customers' expectations by creating value, increasing efficiency, and fostering technology innovation. PC Connection will continue to work closely with AMD to meet that goal, and to ensure our customers continue to view us as their first-choice, trusted technology advisor."

### About AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit <http://www.amd.com>.

### About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, has four sales subsidiaries: 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](http://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](http://www.pcconnectionexpress.com) and is, under its MacConnection brand (800-800-2222), one of Apple's largest authorized online resellers at [www.macconnection.com](http://www.macconnection.com).

MoreDirect, Inc. (561-237-3300), [www.moredirect.com](http://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](http://www.govconnection.com).

Professional Computer Center, Inc. d/b/a ValCom Technology (630-285-0500), [www.valcomtechnology.com](http://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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