

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>GALLUP PATRICIA</u>  (Last) (First) (Middle) 730 MILFORD ROAD  (Street) MERRIMACK NH 03054  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>PC CONNECTION INC [ CNXN ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chairman &amp; Chief Admin Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) 07/27/2023	
4. If Amendment, Date of Original Filed (Month/Day/Year)		
Rule 10b5-1(c) Transaction Indication <input checked="" type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/27/2023		s <sup>(1)</sup>		2,600	D	\$47.84 <sup>(2)</sup>	163,893	I	By Estate <sup>(3)</sup>
Common Stock	07/28/2023		s		1,800	D	\$48.08 <sup>(4)</sup>	162,093	I	By Estate <sup>(3)</sup>
Common Stock								4,610,600	D	
Common Stock								15,133	I	By Spouse <sup>(5)</sup>
Common Stock								2,460,052	I	By Trust <sup>(5)(6)</sup>
Common Stock								6,879,962	I	By Trust <sup>(5)(7)</sup>
Common Stock								275,000	I	By Trust <sup>(5)(8)</sup>

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Explanation of Responses:

- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Estate of David McLellan Hall (the Estate) on November 10, 2022.
- The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$47.54 to \$48.07 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.
- These shares are held directly by the Estate, for which Patricia Gallup serves as executor. Ms. Gallup is also the beneficiary of trusts which will receive the shares held by the Estate.
- The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$47.70 to \$48.60 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.
- The reporting persons disclaim beneficial ownership of these securities, except to the extent of such person's pecuniary interest therein. This report shall not be deemed an admission that the reporting persons are the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- These shares are held directly by the Comack Trust, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee and sole annuitant of the Comack Trust.
- These shares are held directly by the David Hall Trust 2003, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee and is the sole beneficiary of the shares held by the David Hall Trust 2003.

8. These shares are held directly by the North Branch Trust, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee of the North Branch Trust.

**Remarks:**

/s/Patricia Gallup

07/31/2023

\*\* Signature of Reporting Person      Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**