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PC Connection, Inc. Celebrates Launch of New "Connection" Brand

Company Will Now Do Business as Connection and Trade as CNXN on NASDAQ

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection (NASDAQ: CNXN), an industry-leading National Technology Solutions Provider, celebrated its new brand name and CNXN NASDAQ symbol with official ribbon-cutting and flag-raising ceremonies yesterday at the company's corporate headquarters in Merrimack, NH. Connection's leadership team was joined by local dignitaries, including Senator Kelly Ayotte (R-NH), for the event. Following the launch, all PC Connection, Inc. companies, including, PC Connection Sales Corporation, GovConnection, MoreDirect, and Softmart, will do business as Connection—united by one clear, concise, and powerful brand.

This Smart News Release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20160915006666/en/

Members of the Connection leadership team met to celebrate the launch of the Company's new brand name. (Photo: Business Wire)

Addressing a crowd of employees and visiting dignitaries, Tim McGrath, President and CEO of Connection said, "We've always been focused on the customer experience, helping people connect with technology in new and innovative ways, from the PC to the data center. Today, we are a leading National Technology Solutions Provider, connecting people with technology that enhances growth, elevates productivity, and empowers innovation. Our company has evolved to keep pace with the changing technology landscape, and it's time for our brand name to reflect the full scope of our capabilities—the promise of our future as well as the successes of our past."

During her remarks at the event, Senator Kelly Ayotte said, "What has impressed me most about Connection is the customer service focus . . . that's what really makes this company stand out." Ayotte added, "I look forward to seeing the next thirty-five years of Connection, and the innovation you're going to drive and the difference you're going to make—not only for your customers, but for the country."

Patricia Gallup, Founder and Chairman of the Board, said, "Congratulations to our corporate leaders, and the entire Connection team, for driving the vision and building our strong, positive reputation; and many thanks to our community members for your support. You are here today to help us write the next chapter in our Company's history."

As a leading National Technology Solutions Provider, Connection is committed to connecting its customers with best-in-class hardware, software, and services—in addition to providing solutions across seven technology areas, including Converged Data Center, Cloud, Security, Mobility, Networking, Software, and Lifecycle. The Company's experts help people use technology in more meaningful ways, whether it's deploying the latest devices to improve productivity, developing innovative security programs to keep data safe, or providing the latest off-premises cloud services to boost agility. Connection will continue to make significant investments in its portfolio of products and services to offer its customers the tools and resources to reduce total cost of ownership, increase productivity, and improve their competitive advantage.

About Connection

Connection (www.connection.com) and ticker symbol (NASDAQ: CNXN) is a Fortune 1000 company that united PC Connection, GovConnection, MoreDirect, and Softmart into one corporate brand name, reflecting the Company's mission to connect people with technology that enhances growth, elevates productivity, and empowers innovation. Headquartered in Merrimack, NH with offices throughout the United States, the Company continues to deliver custom-configured computer systems overnight from our ISO 9001:2008 certified technical configuration lab at our distribution center in Wilmington, OH. Connection also services international customers through a global alliance with Bechtle AG, an IT provider based in Europe. In addition, the Company has over 2,500 technical certifications to ensure that we can solve the most complex issues of our customers. Investors and media can find more information about Connection at http://ir.connection.com

Connection — Business Solutions (800.800.5555), the original business of PC Connection, 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, catalogs, publications, and website at www.connection.com/SMB

Connection — Public Sector Solutions (800.800.0019), our GovConnection, Inc. subsidiary, 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.connection.com/publicsector

Connection — Enterprise Solutions (561.237.3300), www.connection.com/enterprise, our MoreDirect, Inc. subsidiary, provides corporate technology buyers with best-in-class IT solutions, in-depth IT supply-chain expertise, and access to more than 300,000 products and 1,600 vendors through TRAXX™, a proprietary cloud-based eProcurement system. The team's engineers, software licensing specialists, and project managers help reduce the cost and complexity of buying hardware, software, and services throughout the entire IT lifecycle.

Connection — Global Solutions (800.328.1319), www.connection.com/global, our recent Softmart acquisition, is a global supplier of technology, tools, and service solutions with more than 34 years of expertise in helping customers simplify software purchasing. As a Microsoft Licensing Solution Provider (LSP), the team offers industry-leading volume software license programs and affiliated license support.

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