

May 8, 2012

PC Connection Subsidiary Awarded 5-Year Contract Extension with Educational & Institutional Cooperative Purchasing (E&I)

Exceptional Service of GovConnection Cited by CEO of E&I

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 awarded a 5-year contract extension between its subsidiary GovConnection, Inc. and Educational & Institutional Cooperative Purchasing (E&I). This agreement extends GovConnection's ability to supply E&I members with computer hardware, software, peripherals, and services through March 31, 2017.

"GovConnection has a proven track record of delivering exceptional service to E&I members," said Tom Fitzgerald, CEO of E&I. "This contract renewal signifies our confidence in their ability to provide our members with the best possible products, prices, and service. We look forward to continuing our valuable relationship with GovConnection."

"Extending our contract with E&I will enable GovConnection to provide leading IT solutions to more than 2,400 education and healthcare customers," said Robert Howard, President of GovConnection, Inc. "E&I is a nationally-recognized, trusted purchasing cooperative, and their decision to award this contract across our entire catalog of products and services demonstrates the significant value that GovConnection can offer E&I members. Our trained Account Managers, expert technical specialists, and convenient purchasing channels—including a free eProcurement module for E&I members—deliver a level of service that education and healthcare customers deserve. GovConnection will continue to work closely with E&I and its members to understand their unique environments and provide the technology and services they need to achieve their goals quickly and cost effectively."

About E&I

Established in 1934 by members of The National Association of Educational Procurement (NAEP), Educational & Institutional Cooperative Purchasing (E&I) is a buying cooperative that serves colleges and universities. E&I uses the combined purchasing power of nearly 2,400 member institutions to lower costs on a wide range of products and services. The organization provides members with access to a diverse portfolio of high quality national and regional contracts from best-in-class suppliers. E&I's member-driven competitive solicitation process has been validated by the National Institute of Governmental Purchasing (NIGP). For more information, please go to: www.eandi.org.

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 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.

"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 these 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. 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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