

## PC Connection Receives EMC Velocity SMB Partner of the Year Award at the 2010 EMC North America Partner Council

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (NASDAQ: PCCC), a holder of companies that specialize in providing end-to-end information technology (IT) solutions to business, government, and education markets, recently received the EMC SMB Partner of the Year award at the 2010 EMC<sup>TM</sup> North America Partner Council in San Diego, CA.

"We are pleased to recognize PC Connection's accomplishments with an EMC 2010 Partner of the Year award" said Gregg Ambulos, Vice President of Americas Channel Sales at EMC Corporation. "We look forward to continuing our strong relationship with PC Connection as we work together to help solve unique customer challenges throughout their information infrastructures and realize the full value of EMC's products and solutions."

The Partner of the Year awards recognize high-achieving EMC Velocity solution provider partners who have demonstrated a commitment to excellence by exceeding joint business and financial goals, expanding across new and existing markets, and providing superior customer support.

"This award reflects EMC and PC Connection's shared commitment to helping customers find innovative solutions to complex IT problems," said Tim McGrath, President and Chief Operating Officer of PC Connection, Inc. "Our partnership with EMC has enabled us to provide customers with an expanded offering of products and services that deliver a competitive advantage through superior performance, flexibility, and value. We're pleased to be recognized for our efforts and look forward to building on our strong relationship with EMC."

### About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns four sales companies: PC Connection Sales Corporation, MoreDirect, Inc., GovConnection, Inc., and PC Connection Express, Inc., headquartered in Merrimack, NH, Boca Raton, FL, Rockville, MD, and Portsmouth, NH, respectively. All four companies can deliver custom-configured computer systems overnight from PC Connection Services' ISO 9001:2000 certified technical configuration lab at its distribution center in Wilmington, OH. Investors and media can find more information about PC Connection, Inc. at <http://ir.pconnection.com>.

PC Connection Sales Corporation (800-800-5555), the original business of PC Connection, Inc. serving the small- and medium-sized business sector, is a rapid-response provider of IT products and services. It offers more than 180,000 brand-name products through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its website at [www.pconnection.com](http://www.pconnection.com).

MoreDirect, Inc. (561-237-3300), [www.moredirect.com](http://www.moredirect.com), provides corporate technology buyers with a comprehensive web-based e-procurement solution and in-depth IT supply-chain expertise, serving as a one-stop source by aggregating more than 300,000 products from the inventories of leading IT wholesale distributors and manufacturers. MoreDirect's TRAXX<sup>TM</sup> system a seamless end-to-end interface that empowers clients to electronically source, evaluate, compare prices, and track related technology product purchases in real-time.

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).

PC Connection Express, Inc. (888-800-0323) is a rapid-response provider of computer products and consumer electronics to home, home office, and small office users. Customers can purchase the best-known brands in the industry online at [www.pconnectionexpress.com](http://www.pconnectionexpress.com) or order by calling a trained sales specialist. The subsidiary includes the MacConnection brand (800-800-2222), one of Apple's largest authorized online resellers at [www.macconnection.com](http://www.macconnection.com).

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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, 2009. 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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