

GovConnection Announces New President

Robert Howard to Lead PC Connection, Inc. Public Sector Business

MERRIMACK, N.H. & ROCKVILLE, Md., Jan 17, 2007 (BUSINESS WIRE) -- PC Connection, Inc., (NASDAQ: PCCC), a leading information technology (IT) solutions provider, today announced the promotion of Robert Howard to President of GovConnection, Inc. Mr. Howard previously served as Vice President of Sales for the public sector subsidiary.

"During his sales management tenure, Bob provided sound leadership while GovConnection increased GP, expanded its marketing and sales programs, and added new customers," said Timothy McGrath, Senior Vice President, PC Connection Enterprises, PC Connection, Inc. "Bob and the GovConnection team will continue to focus on delivering the best IT products and solutions, and the highest level of customer service possible."

Mr. Howard has more than 15 years of experience in the industry, with three of those years being spent at PC Connection Sales Corporation, the Company's original business and its largest subsidiary, in a variety of management positions of increasing responsibility.

GovConnection works with customers in higher education, K-12, and state, local, and federal government agencies. Interested customers can contact a GovConnection account manager at 1-800-800-0019 or visit www.govconnection.com to view information about our public sector products, solutions, and contracts.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns three sales companies: PC Connection Sales Corporation, GovConnection, Inc., and MoreDirect, Inc., headquartered in Merrimack, NH, Rockville, MD, and Boca Raton, FL, respectively. All three companies can deliver custom-configured computer systems overnight. Investors and media can find more information about PC Connection, Inc. at <http://ir.pcconnection.com>.

PC Connection Sales Corporation (1-800-800-5555), the original business of PC Connection, Inc. serving the small- and medium-sized business sector (SMB), is a rapid-response provider of information technology (IT) products and solutions. It offers more than 150,000 brand-name products through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its Web site at www.pcconnection.com. The subsidiary serves the Apple/Macintosh community through its MacConnection division (1-800-800-2222), which also publishes specialized catalogs and is online at www.macconnection.com.

GovConnection, Inc. (1-800-800-0019) is a provider of IT products and solutions to federal, state, and local government agencies and educational institutions through specialized account managers, catalogs and publications, and online at www.govconnection.com.

MoreDirect, Inc. (561-237-3300), 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(R) system is a seamless end-to-end interface that empowers clients to electronically source, evaluate, compare prices, and track related technology product purchases in real-time.

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SOURCE: PC Connection, Inc.

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