



PC Connection Recognized by Microsoft for Operational Excellence; Dean Picciotti Joins PC Connection Services as Senior Vice President of Product Management

MERRIMACK, N.H., Aug 09, 2005 (BUSINESS WIRE) -- PC Connection, Inc. (NASDAQ: PCCC), a leading direct marketer of information technology (IT) products and solutions, has earned the 2005 Microsoft Operational Excellence Award at the recent Microsoft Channel Partner Summit in San Diego, CA. PC Connection is one of Microsoft's 10 Large Account Resellers (LARS) that received this esteemed award.

"Being a recipient of the Microsoft Operational Excellence Award in PC Connection's first eligible year is a significant achievement," said Lynne Frankel, General Manager, U.S. Reseller Sales, Microsoft. "Microsoft congratulates PC Connection on meeting the stringent performance goals set by the channel management group at Microsoft Licensing."

"In our first full year as a Microsoft LAR, PC Connection is thrilled to win Microsoft's prominent award for outstanding operational processes and procedures," said Dean Picciotti, senior vice president of product management. "We will continue to distinguish ourselves with Microsoft and other vendors by offering the highest quality of service in the industry."

In June, Picciotti joined Merrimack Services Corporation (d.b.a. PC Connection Services), the Company's subsidiary that provides product management and purchasing, supply chain management and distribution, as well as general and administration services for PC Connection's three sales subsidiaries. As SVP of Product Management, Picciotti is responsible for all aspects of vendor relations including overseeing the departments that purchase and manage the product lines carried by the sales subsidiaries. From 1997 to 2004, he was employed by Softmart, Inc. and held several senior management positions during which time he repositioned the company to be a significant and respected player in the software distribution business. In his last three years there, Picciotti served as President and CEO. Before joining Softmart in 1997, he served as CEO of Lexington Financial, a portfolio mortgage company he founded in 1994.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, has three sales subsidiaries, PC Connection Sales Corporation, GovConnection, Inc., and MoreDirect, Inc., headquartered in Merrimack, NH, Rockville, MD, and Boca Raton, FL, respectively. All three subsidiaries can deliver custom-configured computer systems overnight.

PC Connection Sales Corporation (1-800-800-5555) is a rapid-response provider of information technology (IT) products and solutions offering more than 100,000 brand-name products to businesses through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its Web site at www.pconnection.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 rapid-response 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) 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.

SOURCE: PC Connection, Inc.

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