

## PC Connection Commemorates 10th Year IPO Anniversary

MERRIMACK, N.H., Mar 06, 2008 (BUSINESS WIRE) -- PC Connection, Inc. (NASDAQ: PCCC), a leading direct marketer of information technology (IT) products and services, this week commemorated the 10th anniversary of the Company's initial public stock offering with a closing bell ceremony at NASDAQ in New York City.

Patricia Gallup, Chairman and Chief Executive Officer, PC Connection, Inc., rang the closing bell on Tuesday, March 4, 2008. Gallup, who is also co-founder, was joined for the occasion by a delegation of 24 PC Connection coworkers at NASDAQ's Times Square headquarters.

The Company's initial public offering took place in March 1998. At the time, PC Connection chose the NASDAQ market due to its focus on well-managed, high-growth and high-technology ventures.

The offering was a milestone in PC Connection's story of rapid growth and success. The Company began in 1982 with an investment of eight thousand dollars. Today, it is a Fortune 1000 Company with more than 1,600 employees throughout the country.

Gallup said, "During the past year, we celebrated the 25th anniversary of the founding of PC Connection. The Company has continued to thrive and grow in a rapidly and ever-changing industry by listening to our customers and constantly adapting as new trends continue to shape the IT solutions market."

Gallup thanked shareholders as well as the Company's board members, customers, manufacturing partners and other vendors, and most importantly its coworkers--all of whom she cited as playing an important role in the ongoing success of PC Connection. She also thanked NASDAQ management and employees for all their efforts in ensuring the continued smooth trading of PC Connection's stock in the marketplace.

Over the years, PC Connection has earned a reputation for providing customers with innovative, award-winning service programs, and in-depth product information and technical expertise. The Company has received many accolades and awards, including placing at the top of the Inc. 500 list in its first year of eligibility, winning nine PC World Class Awards, being named to the Fortune 1000 and VARBusiness 500 for each of the last seven years, making the 2007 Forbes list of America's Most Trustworthy Companies, and most recently, achieving Gold Certification from Cisco(R).

PC Connection announced record revenues of \$1.8 billion for the year ended December 31, 2007, with the fourth quarter of 2007 marking the eleventh consecutive quarter of year-over-year sales growth.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns three sales companies: PC Connection Sales Corporation, MoreDirect, Inc., and GovConnection, Inc., headquartered in Merrimack, NH, Boca Raton, FL, and Rockville, MD, 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.pconnection.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 services. 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 website at [www.pconnection.com](http://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](http://www.macconnection.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(TM) 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.

GovConnection, Inc. (1-800-800-0019) is a 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).

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