

PC Connection Promotes Timothy McGrath To Chief Executive Officer

MERRIMACK, N.H.--(BUSINESS WIRE)-- PC Connection, Inc. (**NASDAQ: PCCC**), a holder of companies that provides a full range of information technology (IT) solutions from design through deployment to business, government, and education markets, announced today that Timothy McGrath has been promoted to the position of Chief Executive Officer. He will succeed co-founder Patricia Gallup, who will continue as Executive Chairman of the Board of Directors and also serve as Chief Administrative Officer, overseeing corporate governance and administration.

Under Gallup's leadership, PC Connection has set the standards as a customer service leader and innovator in the IT direct marketing industry. The Company was co-founded by Gallup and David Hall in 1982, and is now a Fortune 1000 company with nearly two billion dollars in annual revenue. Gallup was instrumental in leading the Company's strategic direction, including its evolution from a direct mail-order supplier into a full-service IT solutions provider.

McGrath joined PC Connection in 2005 and most recently served as its President and Chief Operating Officer overseeing the Company's sales subsidiaries, supply chain, and services organizations. During his tenure as COO, the Company significantly grew revenue and substantially improved operating results.

McGrath began his career at Hewlett Packard, where he served as area sales manager for the Eastern Region. Before joining PC Connection, he was employed by Insight Enterprises, Inc. as Executive Vice President of Insight North America. Previously McGrath was President of Comark, which was acquired and made a division of Insight in 2002. McGrath holds a Bachelor of Science degree in Business Administration from Southern New Hampshire University and an MBA from Babson College.

McGrath stated, "It's an honor to be succeeding Pat Gallup as CEO, and I look forward to working closely with her in her role as Executive Chairman and Chief Administrative Officer. This is a great opportunity to continue leading PC Connection as an innovator and industry leader. I am confident our experienced and talented management team will continue to drive the Company to new heights."

The Presidents of the Company's subsidiaries will continue to report to McGrath. Subsidiary companies include PC Connection Sales Corporation, the original business of PC Connection, Inc. serving the small- and medium-sized business sector; MoreDirect, Inc., providing corporate technology buyers with a comprehensive e-procurement solution and in-depth IT supply-chain expertise; GovConnection, Inc., a rapid-response provider of IT products and services to federal, state, and local government agencies and educational institutions; PC Connection Express, Inc., a provider of computer products and consumer electronics to home, home office, and small office users; and ValCom Technology, providing services to medium-to-large corporate organizations utilizing its proprietary cloud-based IT service management software, WebSPOC™.

"Tim McGrath was promoted to the position of Chief Executive Officer based on his outstanding leadership and proven track record over the past six years. I am confident that his strategic vision and focus on operational excellence will guide PC Connection as it continues to grow, and as the Company continues to expand its presence as a full-service IT solutions provider," said Gallup.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns five sales subsidiaries: PC Connection Sales Corporation, MoreDirect, Inc., GovConnection, Inc., PC Connection Express, Inc., and Professional Computer Center, Inc. d/b/a ValCom Technology, headquartered in Merrimack, NH, Boca Raton, FL, Rockville, MD, Portsmouth, NH, and Itasca, IL, respectively. All five 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 information technology (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.

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(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. (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.

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.pcconnectionexpress.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.

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 host 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, and 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 those 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, 2010. More specifically, the statements in this release concerning the Company's outlook for 2011 and other statements of a non-historical basis (including statements regarding the Company's ability to grow revenues and increase market share) are forward-looking statements that involve certain risks and uncertainties. Such risks and uncertainties include the ability to realize market demand for and competitive pricing pressures on the products and services marketed by the Company, the continued acceptance of the Company's distribution channel by vendors and customers, continuation of key vendor and customer relationships and support programs, the ability of the Company to integrate the operations of ValCom Technology, and the ability of the Company to hire and retain qualified sales representatives and other essential personnel. 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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