

PC Connection Honored as a Winner of Operational Excellence Award at 2010 Microsoft Worldwide Partner Conference

MERRIMACK, N.H., Sep 07, 2010 (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, has announced it won the Operational Excellence Award at the 2010 Microsoft Worldwide Partner Conference. The company was chosen out of the North American field of top Microsoft Partners for delivering market-leading operational excellence supporting Microsoft technology. The awards were distributed at a ceremony in Washington, D.C. at Microsoft's Worldwide Partner Conference.

"This award highlights the tremendous efforts of our operations team, and it reflects PC Connection's steadfast commitment to leading the industry with innovative ideas and forward-thinking strategies," said Tim McGrath, President and Chief Operating Officer of PC Connection, Inc. "While being honored by Microsoft at their conference speaks volumes about the Company's dedication to finding new, more efficient ways of doing business, I feel it's even more valuable as a reflection of our continued enthusiasm to provide the very highest levels of customer service and support."

The Microsoft Licensing Operational Excellence Awards recognize Microsoft Partners that have developed and delivered operational excellence over the past year. Winners were chosen from a pool of more than 31 entrants in the US and Canada. PC Connection was recognized for superior operational excellence, meeting or exceeding specific requirements for the number of valid agreements in a variety of categories, as well as the number of on-time and valid order submissions and revenue reconciliation. By meeting these operational criteria, the winners have illustrated their commitment to providing value and customer satisfaction.

"We are fortunate to work with a large number of partners who consistently demonstrate a high level of passion for Microsoft products and consistently deliver high quality, innovative solutions to their clients," said Matt Rossmeissl, Vice President of Microsoft Commercial Operations. "I'm pleased to honor this year's winners of the Operational Excellence award in recognition of their enthusiastic dedication to both Microsoft and our mutual customers."

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, operates through 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.pcconnection.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.pcconnection.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.

"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, 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 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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