

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

<p>1. Name and Address of Reporting Person*</p> <p>MCGRATH TIMOTHY J</p> <hr/> <p>(Last) (First) (Middle)</p> <p>730 MILFORD ROAD</p> <hr/> <p>(Street)</p> <p>MERRIMACK NH 03054</p> <hr/> <p>(City) (State) (Zip)</p>	<p>2. Issuer Name and Ticker or Trading Symbol</p> <p>PC CONNECTION INC [CNXN]</p> <hr/> <p>3. Date of Earliest Transaction (Month/Day/Year)</p> <p>02/21/2017</p> <hr/> <p>4. If Amendment, Date of Original Filed (Month/Day/Year)</p>	<p>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</p> <p>Director 10% Owner</p> <p><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)</p> <p style="text-align: center;">President & CEO</p> <hr/> <p>6. Individual or Joint/Group Filing (Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p>Form filed by More than One Reporting Person</p>
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/21/2017		M		6,337	A	\$13.13	248,244	D	
Common Stock	02/21/2017		S		6,337	D	\$27.8418 ⁽¹⁾⁽²⁾	241,907	D	
Common Stock	02/22/2017		M		1,506	A	\$13.13	243,413	D	
Common Stock	02/22/2017		M		3,528	A	\$6.77	246,941	D	
Common Stock	02/22/2017		S		5,034	D	\$27.4791 ⁽¹⁾⁽³⁾	241,907	D	
Common Stock	02/23/2017		M		4,581	A	\$6.77	246,488	D	
Common Stock	02/23/2017		S		4,581	D	\$27.1688 ⁽¹⁾⁽⁴⁾	241,907	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Option Right to Buy	\$13.13	02/21/2017		M		6,337		12/31/2008	07/23/2017	Common Stock	6,337	\$0	1,506	D	
Stock Option Right to Buy	\$13.13	02/22/2017		M		1,506		12/31/2008	07/23/2017	Common Stock	1,506	\$0	0	D	
Stock Option Right to Buy	\$6.77	02/22/2017		M		3,528		04/15/2014	04/15/2020	Common Stock	3,528	\$0	46,472	D	
Stock Option Right to Buy	\$6.77	02/23/2017		M		4,581		04/15/2014	04/15/2020	Common Stock	4,581	\$0	41,891	D	

Explanation of Responses:

- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 12, 2016.
- The shares were sold in multiple transactions on February 21, 2017 at an actual sale price ranging from \$27.51 to \$28.07. The price reported reflects the weighted average sale price for the transactions. The reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
- The shares were sold in multiple transactions on February 22, 2017 at an actual sale price ranging from \$27.20 to \$27.78. The price reported reflects the weighted average sale price for the transactions. The reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
- The shares were sold in multiple transactions on February 23, 2017 at an actual sale price ranging from \$26.84 to \$27.54. The price reported reflects the weighted average sale price for the transactions. The reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

/s/William Schulze, attorney-in-fact for Timothy J. McGrath 02/23/2017

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.