FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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Estimated average I	burden									

	0.0
hours per response:	0.5
Estimated average burden	

	ss of Reporting Persor ON HARVEY		2. Issuer Name and Ticker or Trading Symbol <u>PC CONNECTION INC</u> [PCCC]		tionship of Reporting Person all applicable) Director	son(s) to Issuer 10% Owner	
(Last) (First) (Middle) PC CONNECTION, INC.		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/16/2012		Officer (give title below)	Other (specify below)	
730 MILFORD	ROAD		4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	idual or Joint/Group Filing (Check Applicable	
(Street) MILFORD	NH	03054		X	Form filed by One Report Form filed by More than C Person	0	
(City)	(State)	(Zip)					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

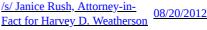
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Transaction Code (Instr.					5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock	08/16/2012		М		7,457	A	\$8.64	14,457	D	
Common Stock	08/16/2012		S		7,457	D	\$12.3388(1)	7,000	D	
Common Stock	08/17/2012		М		2,543	A	\$8.64	9,543	D	
Common Stock	08/17/2012		S		2,543	D	\$12.3704(2)	7,000	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. Transa Code (8)		of Deri Sec Acq (A) (Disp of (I	oosed D) tr. 3, 4	6. Date Exerc Expiration Da (Month/Day/Y	ate	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	Amount or Number of Shares				
Non Qualified Stock Option (Right to Buy)	\$8.64	08/16/2012		М			7,457	12/12/2005	12/12/2013	Common Stock	7,457	\$0.0	36,543	D	
Non Qualified Stock Option (Right to Buy)	\$8.64	08/17/2012		М			2,543	12/12/2005	12/12/2013	Common Stock	2,543	\$0.0	34,000	D	

Explanation of Responses:

1. The shares were sold in multiple transactions on August 16, 2012 at an actual sale price ranging from \$12.20 to \$12.52 per share. 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. 2. The shares were sold in multiple transactions on August 16, 2012 at an actual sale price ranging from \$12.35 to \$12.42 per share. 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.



** Signature of Reporting Person Date

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.