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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

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Section 16. Form 4 or Form	5
obligations may continue. Se	e
Instruction 1(b).	

### 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

OMB Number: 3235-02										
Estimated average burden										
hours per response:	0.5									

	ress of Reporting F		2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>PC CONNECTION INC</u> [ PCCC ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner				
(Last) PC CONNEC	1	02/05/2013		Officer (give title Other (specify below) below)				
730 MILFORD ROAD			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street) MILFORD	NH	03054		X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(State)	(Zip)	—	Peison				

#### 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. Transa Code ( 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Stock	02/05/2013		М		3,148	A	\$8.64	10,148	D		
Common Stock	02/05/2013		S		3,148	D	<b>\$13.1004</b> <sup>(1)</sup>	7,000	D		
Common Stock	02/05/2013		М		16,852	Α	\$8.64	23,852	D		
Common Stock	02/05/2013		S		16,852	D	\$13.1004(2)	7,000	D		

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

	(e.g., puts, cans, 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	umber ivative urities juired or oosed D) (Instr. and 5)	Expiration Date of Se (Month/Day/Year) Und Deriv (Inst		piration Date of Securities		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	02/05/2013		М			3,148	12/12/2005	12/12/2013	Common	3,148	\$0	34,852	D	
Non Qualified Stock Option (Right to Buy)	\$8.64	02/05/2013		М			16,852	12/12/2005	12/12/2013	Common	16,852	\$0	18,000	D	

#### Explanation of Responses:

1. The shares were sold in multiple transactions on February 5, 2013 at an actual sale price ranging from \$13.02 to \$13.20 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 February 5, 2013 at an actual sale price ranging from \$13.02 to \$13.20 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.



02/07/2013 Date

\*\* Signature of Reporting Person

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

 $^{\ast}$  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.