

PC Connection Appears in Forbes' America's Most Trustworthy Companies

MERRIMACK, N.H., May 01, 2007 (BUSINESS WIRE) -- PC Connection, Inc. (NASDAQ: PCCC), a leading direct marketer of information technology (IT) products and services, recently appeared in the Forbes article America's Most Trustworthy Companies. PC Connection was ranked in the top 25% of the list which was based on accounting transparency and fair dealing to stake-holders in 2006. Other recognized companies include Avaya Inc., The Gap Inc., Provident Financial Services, Inc., and The Washington Post Co.

"We are pleased to be acknowledged as one of America's most trustworthy companies," said Patricia Gallup, Chairman and CEO of PC Connection, Inc. "Trust is an essential value that has been at the core of PC Connection's success since our founding in 1982. As we enter our 25th year in business, we will continue to execute strategies to promote the long-term health of PC Connection and foster ongoing trust between our Company and our shareholders."

The list was compiled using data from Audit Integrity, an independent Los Angeles firm that researches corporate governance best practices and provides data to Forbes. PC Connection achieved a score of 86 out of a potential 88, the third highest score awarded.

The list of America's Most Trustworthy Companies for 2006 can be found online at www.forbes.com.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns three sales companies: PC Connection Sales Corporation, MoreDirect, Inc., and GovConnection, Inc., headquartered in Merrimack, NH, Boca Raton, FL, and Rockville, MD, respectively. All three companies can deliver custom-configured computer systems overnight. 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 (SMB), is a rapid-response provider of information technology (IT) products and services. It offers more than 150,000 brand-name products through its staff of technically trained sales account managers and catalog telesales representatives, catalogs, and publications, and its Web site at www.pconnection.com. The subsidiary serves the Apple/Macintosh community through its MacConnection division (800-800-2222), which also publishes specialized catalogs and is online at www.macconnection.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(R) 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 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.

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