

## PC Connection Achieves Gold Certification from Cisco

MERRIMACK, N.H., Feb 13, 2008 (BUSINESS WIRE) -- PC Connection, Inc. (NASDAQ: PCCC), a leading direct marketer of information technology (IT) products and services, recently achieved Gold Certification from Cisco(R). To earn Gold Certification, PC Connection had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco.

"The Cisco Gold Certification demonstrates our ongoing commitment to provide customers with the most comprehensive IT solutions in the industry," said Tim McGrath, Executive Vice President, Enterprise Group for PC Connection, Inc. "It also highlights the benefits that the customers of our subsidiaries, PC Connection Sales Corporation, GovConnection, and MoreDirect, receive from our close partnerships with technology leaders like Cisco."

Edison Peres, Vice President and Chief Go-to-Market Officer for Worldwide Channels at Cisco, said, "We are committed to providing the tools, training and programs that help drive partner growth, differentiation and profitability. With specializations in Unified Communications, Routing and Switching, Security, and Wireless LAN, PC Connection has made an investment in developing the capability to deliver the integrated and customized technology solutions today's customers demand."

The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills, and then validates their skills through a third-party audit. Cisco resale partner certifications--Gold, Silver, Premier and Select--represent an increasing breadth of skills across key technologies and a partner's ability to deliver integrated networking solutions. Cisco resale partner specializations--Master, Advanced and Express--reflect an increasing depth of sales, technical and service expertise in particular technologies.

As a Cisco Gold Certified Partner, PC Connection has met the requirements for attaining the broadest range of expertise across multiple technologies by achieving the four following Cisco advanced specializations: Unified Communications, Routing and Switching, Security, and Wireless LAN. In addition, PC Connection has integrated Cisco Lifecycle Services into their offerings and is required to maintain high levels of customer satisfaction. Cisco Gold Certification provides PC Connection access to comprehensive sales, technical, and lifecycle services training and support available from Cisco.

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 (1-800-800-5555), 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 website at [www.pconnection.com](http://www.pconnection.com). The subsidiary serves the Apple/Macintosh community through its MacConnection division (1-800-800-2222), which also publishes specialized catalogs and is online at [www.macconnection.com](http://www.macconnection.com).

MoreDirect, Inc. (561-237-3300), [www.moredirect.com](http://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. (1-800-800-0019) 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](http://www.govconnection.com).

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