

GovConnection Achieves Federal GSA Large Account Reseller Authorization from Microsoft

ROCKVILLE, Md., Aug 04, 2009 (BUSINESS WIRE) -- GovConnection, Inc., a subsidiary of PC Connection, Inc. (NASDAQ: PCCC), a leading direct marketer of information technology (IT) products and services, announced that it has been awarded Microsoft Federal GSA LAR (Large Account Reseller) authorization. This new designation enables GovConnection to offer the full Microsoft portfolio to federal government IT and purchasing professionals through the GSA (General Services Administration) Schedules Program, the long-term federal contract for acquiring products from commercial suppliers.

Microsoft's General Manager, UPSP Health Jack Hersey said, "We are pleased to add GovConnection to our GSA LAR partner program. Their extensive healthcare knowledge, in-depth expertise, and relationships with the public sector provide GovConnection customers with a strong and experienced team that will deliver valuable and streamlined Microsoft solutions." This development marks a significant milestone in the longstanding relationship between Microsoft and GovConnection. Combining Microsoft's industry-leading software solutions with GovConnection's strong channel presence, this LAR designation creates new opportunities for federal customers seeking innovative IT products and services.

Reflecting the company's deep commitment to serving the federal community, GovConnection President Bob Howard noted, "We are very excited that Microsoft has granted us Federal GSA LAR authorization. It allows us to offer our federal customers a more robust set of mission-critical solutions--rapidly and cost-effectively. In today's marketplace, that distinction creates significant and immediate value."

Highlighting the importance of the LAR designation, Howard continued, "Our status as one of a limited number of Microsoft LARs offers significant advantages to our end-user communities, including access to a more effective solutions set, more competitive pricing, and the convenience of using GovConnection for one-stop shopping."

About GovConnection, Inc.

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.

PC Connection, Inc., a Fortune 1000 company, has three sales subsidiaries: 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.pcconnection.com>.

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"Safe Harbor" Statement Under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements that are subject to risks and uncertainties, including, but not limited to, the impact of changes in market demand and the overall level of economic activity and environment, or in the level of business investment in information technology products, competitive products and pricing, product availability and market acceptance, new products, fluctuations in operating results, and the ability of the Company to manage personnel levels in response to fluctuations in revenue, and other risks that could cause actual results to differ materially from those detailed under the caption "Risk Factors" in the Company's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission for the quarter ended March 31, 2009. More specifically, the statements in this release concerning the Company's outlook for 2009 and other statements of a non-historical basis (including statements regarding the Company's ability to grow revenues, increase market share, and make further cost reductions as needed) are forward-looking statements that involve certain risks and uncertainties. Such risks and uncertainties include the ability to realize market demand for and competitive pricing pressures on the products and services marketed by the Company, the continued acceptance of the Company's distribution channel by vendors and customers, continuation of key vendor and customer relationships and support programs, and the ability of the Company to hire and retain qualified sales representatives and other essential personnel. The Company assumes no obligation to update the information in this press release or revise any forward-looking statements, whether as a result of any new information, future events, or otherwise.

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