

PC Connection Wins Cisco Break Away Partner of the Year Award at 2010 Cisco Partner Summit

MERRIMACK, N.H., Jun 16, 2010 (BUSINESS WIRE) -- PC Connection, Inc. (NASDAQ: PCCC), a holder of companies specializing in providing end-to-end information technology (IT) solutions to business, government, and education markets, announced today that it is the recipient of a Cisco Partner Summit regional award for National Break Away Partner of the Year. Cisco unveiled the winners at its recent annual channel partner conference in San Francisco.

"It is an honor to present PC Connection, Inc. as a Cisco Partner Summit national award winner," said Wendy Bahr, Senior Vice President, U.S. and Canada Channels at Cisco. "The National Break Away Partner of the Year Award recognizes the PC Connection family of companies' performance and achievements as a Cisco channel partner in the U.S. theater in 2009."

"We're very pleased to receive the Cisco award for National Break Away Partner of the Year," said Tim McGrath, President and Chief Operating Officer of PC Connection, Inc. "I believe this distinction highlights our ability to deliver the latest IT products and services across a wide variety of customer markets. The dedicated Account Managers and Cisco Gold-certified technical experts at each of our subsidiary companies can develop custom-fit solutions that help organizations do more with less in today's demanding business environment."

Cisco Partner Summit awards are presented at three levels: regional, theater, and global. Cisco Partner Summit U.S. and Canada national region awards reflect a partner's performance across the United States.

About PC Connection, Inc.

PC Connection, Inc., a Fortune 1000 company, owns four sales companies: PC Connection Sales Corporation, MoreDirect, Inc., GovConnection, Inc., and PC Connection Express, Inc., headquartered in Merrimack, NH, Boca Raton, FL, Rockville, MD, and Portsmouth, NH, respectively. All four companies can deliver custom-configured computer systems overnight from PC Connection Services' ISO 9001:2000 certified technical configuration lab at its distribution center in Wilmington, OH. 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, is a rapid-response provider of 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.

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(TM) 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 rapid-response 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 Express, Inc. (888-800-0323) is a rapid-response provider of computer products and consumer electronics to home, home office, and small office users. Customers can purchase the best-known brands in the industry online at www.pconnectionexpress.com or order by calling a trained sales specialist. The subsidiary includes the MacConnection brand (800-800-2222), one of Apple's largest authorized online resellers at www.macconnection.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, 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 these detailed under the caption "Risk Factors" in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission for the year ended December 31, 2009. 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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