



FOR IMMEDIATE RELEASE

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NEW "CONNECTION" BRAND ADVANCES 35-YEAR HISTORY OF INNOVATION
ALIGNS MORE PRECISELY WITH PC CONNECTION'S MISSION OF CONNECTING PEOPLE WITH TECHNOLOGY

MERRIMACK, NH, September 8, 2016 — PC Connection, Inc. (NASDAQ: [PCCC](#)), an industry-leading National Technology Solutions Provider, has changed its brand name to Connection. The Company will begin trading under the new ticker symbol NASDAQ: [CNXN](#) at market open on Friday, September 9, 2016. Reflecting the increasing relevance of transformational technologies, this new brand aligns precisely with the Company's mission to connect people with technology that enhances growth, elevates productivity, and empowers innovation.

Connection unites PC Connection, GovConnection, MoreDirect, and Softmart into one clear, concise, and powerful brand name. Emphasizing elements of the trademark symbol, the "blue arc," this new brand clearly represents the organization's strength, the unity of the 2,500-strong workforce, and their passion for connecting people with the high-quality technology solutions they require to meet both their everyday IT needs and solve their complex technology challenges. Dedicated to providing trusted guidance and exceptional customer service to organizations of all sizes, across all industries, Connection is well-positioned for the future. The new branding reflects the full scope of the Company's capabilities—and its role as a connection to the latest technologies and better business outcomes for customers.

Tim McGrath, CEO/President of Connection, stated, "Since 1982, our goals have been deeply rooted in providing customer-centric IT solutions and services for small- to medium-sized businesses, enterprises, and public sector markets. The role of technology has undoubtedly changed over the years, but our commitment has not. In the age of the digital transformation, we have shifted from selling technology to connecting people with the resources they need to build stronger, more efficient businesses. By removing the 'PC' from our brand name, we are focusing on the next four decades and planning how we will help customers connect with new and exciting ideas—whether those innovations fit on a desk, in a data center, or inside tomorrow's wearable technology. Our new brand name, Connection, better reflects the promise of our future and the successes of our past."

As a leading National Technology Solutions Provider, Connection is committed to connecting its customers with best-in-class hardware, software, and services. In addition to providing solutions across seven technology areas, including Converged Data Center, Cloud, Security, Mobility, Networking, Software, and Lifecycle. The Company's experts help people use technology in more meaningful ways, whether it's deploying the latest devices to improve productivity, developing innovative security programs to keep data safe, or providing the latest off-premises cloud services to boost agility. Connection will continue to make significant investments in its portfolio of products and services to offer its customers the tools and resources to reduce total cost of ownership, increase productivity, and improve their competitive advantage.

About Connection

Connection (www.connection.com) and ticker symbol (NASDAQ: [CNXN](#)) is a Fortune 1000 company that united PC Connection, Inc.; GovConnection, Inc.; MoreDirect, Inc.; and Softmart into one corporate brand name,

reflecting the Company's mission to connect people with technology that enhances growth, elevates productivity, and empowers innovation. Headquartered in Merrimack, NH with offices throughout the United States, the Company continues to deliver custom-configured computer systems overnight from our ISO 9001:2008 certified technical configuration lab at our distribution center in Wilmington, OH. Connection also services international customers through a global alliance with Bechtle AG, an IT provider based in Europe. In addition, the Company has over 2,500 technical certifications to ensure that we can solve the most complex issues of our customers. Investors and media can find more information about Connection at <http://ir.connection.com>

Connection Business Solutions (800.800.5555), the original business of PC Connection, Inc., serving primarily the small- and medium-sized business sector, is a rapid-response provider of IT products and services. It offers more than 300,000 brand-name products through its staff of technically trained sales Account Managers, catalogs, publications, and website at www.connection.com/SMB

Connection GovConnection Public Sector Solutions (800.800.0019), our GovConnection, Inc. subsidiary, 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, publications, and online at www.connection.com/publicsector

Connection MoreDirect Enterprise Solutions (561.237.3300), www.connection.com/enterprise, our MoreDirect, Inc. subsidiary, provides corporate technology buyers with best-in-class IT solutions, in-depth IT supply-chain expertise, and access to more than 300,000 products and 1,600 vendors through TRAXX™, a proprietary cloud-based eProcurement system. The team's engineers, software licensing specialists, and project managers help reduce the cost and complexity of buying hardware, software, and services throughout the entire IT lifecycle.

Connection Softmart Global Solutions (800.328.1319), www.connection.com/global, our Softmart, Inc. subsidiary, is a global supplier of technology, tools, and service solutions with more than 34 years of expertise in helping customers simplify software purchasing. As a Microsoft Licensing Solution Provider (LSP), the team offers industry-leading volume software license programs and affiliated license support.

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"Safe Harbor" Statement Under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements that are based on currently available information, operating plans, and projections about future events and trends. Terms such as "believe," "expect," "intend," "plan," "estimate," "anticipate," "may," "will," or similar statements or variations of such terms are intended to identify forward-looking statements, although not all forward-looking statements include such terms. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from those predicted in such forward-looking statements. Such risks and uncertainties, include, but are 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, market acceptance of the Company's new branding, fluctuations in operating results, the ability of the Company to manage personnel levels in response to fluctuations in revenue, and other risks detailed in the Company's filings with the Securities and Exchange Commission, including 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, 2015. 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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