

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * <u>BEFFA NEGRINI DAVID</u>  (Last) (First) (Middle) PC CONNECTION, INC. 730 MILFORD ROAD  (Street) MERRIMACK NH 03054  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>PC CONNECTION INC [ PCCC ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner  Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 11/27/2006	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/27/2006		M <sup>(1)</sup>		500	A	\$4.73	196,927	D	
Common Stock	11/27/2006		M <sup>(1)</sup>		5,000	A	\$4.73	201,927	D	
Common Stock	11/27/2006		M <sup>(1)</sup>		21,189	A	\$5.54	223,116	D	
Common Stock	11/27/2006		M <sup>(1)</sup>		5,793	A	\$5.54	228,909	D	
Common Stock	11/27/2006		M <sup>(1)</sup>		10,518	A	\$5.54	239,427	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Incentive Stock Option (Right to Buy)	\$4.73	11/27/2006		M			500	07/17/2006	07/17/2012	Common Stock	500	\$0	0	D	
Incentive Stock Option (Right to Buy)	\$4.73	11/27/2006		M			5,000	07/17/2006	07/17/2012	Common Stock	5,000	\$0	0	D	
Incentive Stock Option (Right to Buy)	\$5.54	11/27/2006		M			21,189	12/30/2005	04/18/2013	Common Stock	21,189	\$0	12,500	D	
Non Qualified Stock Option (Right to Buy)	\$5.54	11/27/2006		M			5,793	04/18/2004	04/18/2013	Common Stock	5,793	\$0	0	D	
Non Qualified Stock Option (Right to Buy)	\$5.54	11/27/2006		M			10,518	12/30/2005	04/18/2013	Common Stock	10,518	\$0	0	D	

Explanation of Responses:

1. Exercise and Hold from Stock Option Grant.

Janice Rush, Attorney-in-Fact for David Beffa-Negrini 11/27/2006

\*\* Signature of Reporting Person Date

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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