

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person * <u>Ferguson Jack L.</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)  Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Executive VP, Treasurer &amp; CFO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/23/2007</u>	

**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	07/23/2007		A		25,000	A	\$0 <sup>(1)</sup>	28,612	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
Non Qualified Stk.Opt. (Right to Buy)	\$13.13	07/23/2007		A		17,384		12/31/2007	07/23/2017	Common Stock	17,384	\$13.13	41,384	D	
Non Qualified Stk.Opt. (Right to Buy)	\$13.13	07/23/2007		A		17,384		12/31/2008	07/23/2017	Common Stock	17,384	\$13.13	58,768	D	
Incentive Stk.Opt. (Right to Buy)	\$13.13	07/23/2007		A		7,616		12/31/2007	07/23/2017	Common Stock	7,616	\$13.13	66,384	D	
Incentive Stk.Opt. (Right to Buy)	\$13.13	07/23/2007		A		7,616		12/31/2008	07/23/2017	Common Stock	7,616	\$13.13	74,000	D	

**Explanation of Responses:**

1. These shares were awarded pursuant to a Restricted Stock Grant under the PC Connection, Inc. 1997 Stock Incentive Plan. These shares will become fully vested on 12/31/2008.

Janice Rush, Attorney-in-Fact for Jack L. Ferguson 07/25/2007

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.