



## **NSPI Completes Expansion of Network Operations Center**

**Atlanta, GA – January 18, 2011**—Sarcom, Inc., a subsidiary of PC Mall Inc. (NASDAQ: MALL) announced today that its NSPI division has completed an expansion of its Network Operations Center (NOC). The new NOC occupies approximately 1,350 square feet at the NSPI headquarters in the greater Atlanta, Georgia area and is nearly double the size and capacity of the previous center of operations.

“With the increased capacity of our NOC, we’ll have the ability to increase the number of customers we can serve” stated Stephen Moss, president NSPI. “Importantly, this expansion will give us the opportunity to enhance the level of service delivered to our support customers with on-premise operations as well as those with some or all of their servers in our data center.”

The new NOC is part of a multi-phase development effort initiated at NSPI’s Atlanta headquarters last year. The physical expansion of the NOC is being accompanied by the deployment of Business Service Management, an enhanced suite of business management tools designed to provide customers with management of their IT environments from the component level to line of business applications. Part of NSPI’s Managed IT Service offering, Business Service Management makes monitoring and management relevant with a series of customized dashboards that focus on IT as a business operation.

“The improved Business Service Management solution provides a way for our clients to put IT infrastructure management into a business context by monitoring and evaluating the performance of individual components and applications as they relate to overall business productivity. Our clients are already finding that great efficiencies can be gained when their IT efforts are aligned with business priorities, and their management teams can better appreciate IT’s impact on their organization,” concluded Moss.

### **About NSPI**

NSPI is a leading managed IT solutions provider, focused on the implementation of technology solutions and services that enable its customers to accelerate growth, productivity and profitability. With the recent acquisition of NSPI by Sarcom, a subsidiary of PC Mall, Inc., NSPI services are now offered nationwide with over 30 branch locations. Under the PC Mall umbrella NSPI is a Microsoft Gold Certified Partner, IBM Advanced Business Partner and a Cisco Gold Partner.

### **About PC Mall, Inc.**

PC Mall, Inc., through its wholly-owned subsidiaries, is a leading value added direct marketer of technology products, services and solutions to small and medium sized businesses, mid-market and enterprise customers, government and educational institutions and individual consumers. Our brands include: PC Mall, PC Mall Gov, Sarcom, MacMall, Abreon, NSPI and OnSale. In the twelve months ended September 30, 2010, we generated \$1.3 billion in revenue and have over 2,600 employees, over 65% of

which are in sales or service positions. For more information please visit [pcmall.com/investor](http://pcmall.com/investor) or call (310) 354-5600.

#### Forward-Looking Statement Disclosure

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements include the statements regarding the our expectations, hopes or intentions regarding the future, including but not limited to statements regarding benefits or opportunities presented to our customers from the expansion of the NSPI NOC or the improved Business Service Management solution or any potential benefit to our sales, profit or profit margins as a result. Forward-looking statements involve certain risks and uncertainties, and actual results may differ materially from those discussed in any such statement. There can be no assurance that we will receive any sales or any specified amount of sales or profits from opportunities presented to our customers from managed services capabilities. Among the factors that could cause actual results to differ materially are discussed under the heading "Risk Factors" and in other sections of the PC Mall Inc.'s public reports filed with the Securities and Exchange commission including its Form 10-Q for the fiscal quarter ended September 30, 2010. All forward-looking statements in this document are made as of the date hereof, based on information available to PC Mall Inc. as of the date hereof, and the PC Mall, Inc. assumes no obligation to update any forward-looking statement.

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