



## **NSPI Ranked 16 in the World and 9 in the United States on MSPmentor's Report of Top 100 Managed Service Providers**

**Atlanta, GA – March 14, 2011**—Sarcom, Inc., a subsidiary of PC Mall Inc. (NASDAQ: MALL) announced today that its NSPI division has landed 16th in the world and 9th in the United States, on Nine Lives Media Inc.'s fourth-annual MSPmentor 100, a distinguished list and research report identifying the world's top 100 managed service providers (MSPs). This year's MSPmentor 100 report includes MSPs from North America, Europe, the Middle East, Africa and Australia.

The MSPmentor 100 report is based on data from MSPmentor's global online survey, conducted October-December 2010. The MSPmentor 100 report recognizes top managed service providers based on a range of metrics, including annual managed services revenue growth, revenue per employee and customer devices managed. A complete copy of the report is available at available at [www.MSPmentor.net/top-100-mmps](http://www.MSPmentor.net/top-100-mmps).

"We've made significant investments in the upgrade of our Network Operations Center (NOC) and expansion of our data center," said Stephen Moss, president NSPI. "Recognition in the MSPmentor 100 validates the progress we're making in our efforts to provide innovative and valuable managed services for our customers."

"Nine Lives Media Inc. and MSPmentor congratulate NSPI for earning this distinguished honor," said Amy Katz, CEO of Nine Lives Media Inc. "The annual MSPmentor 100 survey attracts participants from across the globe. Qualifying for the final MSPmentor 100 list is a great accomplishment."

"We continue to see accelerating momentum for the world's top MSPs," added Joe Panettieri, editorial director of MSPmentor. "The top 100 MSPs generated more than \$1 billion in recurring revenues for 2010, up 27 percent from 2009. That's remarkable growth considering the challenging global economic landscape in 2010."

### **About SARCOM**

SARCOM, a wholly-owned subsidiary of PC Mall, Inc. (NASDAQ: MALL) is a technology reseller and services organization with over 25 years experience providing successful solutions nationally to customers in the mid-market and enterprise commercial and healthcare segment. SARCOM offers full infrastructure and system design, procurement, installation, post-sales support, services, help desk management and IT staffing. Sarcom's NSPI division is 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.

**About Nine Lives Media Inc.**

Nine Lives Media Inc. defines emerging IT media markets and disrupts established IT media markets. Founded in 2008, Nine Lives Media Inc. has generated profitable, debt-free growth since its inception. The company's market leading blogs and online destinations include MSPmentor, The VAR Guy, Talkin' Cloud, VARTweet and MSPtweet. For more information, visit [www.NineLivesMediaInc.com](http://www.NineLivesMediaInc.com).

**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 our expectations, hopes or intentions regarding the future, including but not limited to statements regarding our efforts to provide superior quality managed services for our customers growth initiatives and statements regarding accelerating momentum for the world's top MSPs. Forward-looking statements involve certain risks and uncertainties, and actual results may differ materially from those discussed in any such statement. For example, there can be no assurance that we will receive and growth in revenue or profit resulting from our managed services efforts at NSPI or that accelerating momentum for the world's top MSPs will benefit NSPI. Applicable risks are further 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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