



FOR IMMEDIATE RELEASE

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**PC MALL NAMES NEC DISPLAY SOLUTIONS PARTNER OF THE YEAR
IN PERIPHERALS**

CHICAGO – January 18, 2011 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that the company has received the Partner of the Year Award in Peripherals from PC Mall, Inc. (NASDAQ: MALL), a value-added direct marketer of technology products, services and solutions.

PC Mall's Partner of the Year Award is given to the manufacturer who provided exceptional support – over and above normal expectations – during the year. NEC's entire product portfolio, including digital signage, was recognized.

"We're honored to accept this award from PC Mall and grateful for the collaboration that brought it to fruition," said Betsy Larson, Vice President of Channel Sales at NEC Display. "PC Mall is a distinguished NEC partner, and we look forward to prospering together."

"The Partner of the Year is chosen from hundreds of manufacturer partners and embodies the true spirit of the word 'partner'," said Kristin Rogers, Executive Vice President of Sales and Marketing for PC Mall. "The award signifies NEC's firm understanding of what it takes to successfully grow a business segment as well as its commitment to consistently supporting that growth with human and financial resources."

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

About VUKUNET

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit www.vukunet.com or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

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 or call (310) 354-5600.