FOR IMMEDIATE RELEASE

Rackwise, Inc. Announces New Version of DCiM™ Software

- Intel and Rackwise to jointly market worldwide rollout -

SAN FRANCISCO, January 24, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that it will release version 3.6 of its core DCiM™ software product, the Rackwise® Data Center Manager ("DCM"), in April of 2012. Pursuant to the terms of its recently executed multi-year software integration and license agreement with Intel Corporation ("Intel®") announced during the fourth quarter of 2011, the Company and Intel will jointly market the Rackwise® DCM version 3.6 product worldwide, with initial emphasis on the Asia-Pacific and European markets. The Rackwise® DCM 3.6 will include an extensive suite of new features including enhanced device level real-time monitoring, enhanced power modeling, rich asset search, visualization, blade server management, fault impact analysis and business reporting analytics. The Rackwise® DCM 3.6 is the latest version of Rackwise, Inc.'s industry-leading DCiM™ product suite designed and built on open standards supporting integrations with leading best-in-class data center monitoring solutions.

The Rackwise® DCM version 3.6 will dramatically extend device level monitoring capabilities through integration of the Intel® DCM software solution. This release will offer the first implementation of real-time data gathering and reporting capabilities built around enhanced temperature/power monitoring, and failure analysis. Advantages of this feature will be extended visibility and analytics at the device, rack, floor and all other levels of the data center infrastructure.

The Rackwise® DCM 3.6 product will enable data center personnel and executives to monitor and manage advanced analytics related to capacity, energy management and potential failure modes. Increased visibility into blade server enclosures will allow asset tracking and reporting at all levels of modules contained within the enclosure. Innovative global search features will allow access to all levels of data modeled within the solution, including visualization of devices, modules, racks and floor-mounted equipment. Power management enhancements include additional detailed modeling throughout the data center power chain.

Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "We are extremely excited to make this announcement, marking the initial product launch pursuant to our agreements with Intel to develop and introduce ground-breaking capabilities for the data center infrastructure management market. The integration of device level data aggregation within our asset visualization, modeling, and analytics functions provides data center and infrastructure technology professionals powerful, state-of-the-art tools for real-time data management to maximize operational efficiencies and economic benefits."

Jeff Klaus, Director, Data Center Solutions, Intel®, stated, "The Intel® Data Center Manager combined with the Rackwise® DCM helps provide data center managers and executives extensive visibility into device level energy usage and thermal data which will enhance capacity planning, forecasting, performance monitoring and energy management for significant operational savings. The Rackwise® DCM's extensive visualization, reporting and analytics platform combined with information from Intel® DCM will give data center personnel an unprecedented level of intelligent access and control over the physical and virtual assets within the data center."

About Rackwise, Inc.

Rackwise, Inc. (OTCBB: RACK.OB), through its branded Rackwise® Products and Services, is a leading software and services provider in the growing markets for IT infrastructure management, data center monitoring, management and optimization, data center cost efficiency, and green data centers.   The Company's flagship data center infrastructure management suite of products and service offerings, DCiM™ Solutions, are used by over 150 companies worldwide to track, manage, plan, optimize and provide IT infrastructure cost analysis. For more information, visit www.rackwise.com or call 888.818.2385.

DCiM™ Solutions by Rackwise, Inc. - EVERY ASSET • EVERY LOCATION • EVERY TIME™

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Any statements contained in this press release that do not describe historical facts may constitute forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained herein are based on current expectations, but are subject to a number of risks and uncertainties. The factors that could cause actual future results to differ materially from current expectations include, but are not limited to, risks and uncertainties relating to the availability of additional funding; and the Company's business, product development, marketing and distribution plans and strategies. These and other factors are identified and described in more detail in the Company's filings with the SEC, including, the Company's current reports on Form 8-K. The Company does not undertake to update these forward-looking statements.

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