

FOR IMMEDIATE RELEASE

Stephen O'Donnell to Chair Rackwise, Inc. Industry Advisory Board

- Advisory Board to accelerate Rackwise leadership in **DCiM™** market -

SAN FRANCISCO, January 30, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that Stephen O'Donnell will serve as Chairman of the Company's newly formed Rackwise, Inc. Industry Advisory Board (the "Advisory Board"). Mr. O'Donnell is a globally recognized authority on data centers and information technology ("IT") operations and an acknowledged expert in green IT and sustainability. In his capacity as Chairman of the Advisory Board, Mr. O'Donnell will help recruit, assemble and head a distinctive group of industry thought leaders that will provide strategic guidance to the Company.

Mr. O'Donnell has over 30 years international senior management experience within large multinational organizations. He has served as CEO at MEEZA, a Qatar Foundation Joint Venture and leading provider of IT and related solutions services in Qatar. He has also served as Managing Director at Enterprise Strategy Group, a leading, integrated, full-service IT analyst and business strategy firm. Mr. O'Donnell was Global Head of Data Centers at UK-based BT (formerly British Telecom), one of the world's largest communications services company. He has held senior positions at other technology and financial services-based global enterprises, including First Data Corporation, Cable & Wireless, Lehman Brothers and Deutsche Bank.

Mr. O'Donnell has served on the Advisory Board at Fusion-io and is currently Chairman of the Advisory Board at Violin Memory, both US-based companies pioneering enabling technologies for advancements in data center operations.

Commenting on his appointment as Chairman of the Company's Advisory Board, Mr. O'Donnell said, "Rackwise is clearly an emerging leader in pioneering innovative practical solutions to many of the challenges in achieving effective and efficient global information technology operations generally, and data center infrastructure management more specifically. Data Centers have long been and will continue to be increasingly more critical to our global economy, governments, healthcare, education, and the environment and **DCiM™** Solutions enable responsible IT professionals to better plan and operate data centers sustainably and economically. Integration of the Intel DCM software into their Rackwise® **DCM 3.6™** solution forges exciting new opportunities in global data center management, green data centers, and IT optimization and sustainability and I look forward to assisting Rackwise in the industry through my role as advisor."

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "We are truly honored to welcome Stephen O'Donnell as the founding member and Chairman to lead our Rackwise Industry Advisory Board. Our Advisory Board will play a critical role impacting not only the Company's strategic direction but the evolution of data center infrastructure management solutions around the world. Mr. O'Donnell has witnessed firsthand tremendous benefits from application of our DCM software as Global Head of Data Centers at BT. His participation and guidance as Chairman of our Advisory Board will be instrumental to enlightening the global community of CIO's, data center managers and IT professionals in utilizing the Rackwise® suite of products and service offerings, **DCiM™** Solutions, as powerful, state-of-the-art tools for real-time data management to maximize operational efficiencies and economic benefits."

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 - EVERY ASSET • EVERY LOCATION • EVERY TIME™

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Safe Harbor Statement

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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