

FOR IMMEDIATE RELEASE

Rackwise, Inc. appoints Jeff Winzeler as Chief Financial Officer

- Operations and financial expertise key to Company's global expansion -

SAN FRANCISCO, February 6, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today the appointment of Jeff Winzeler as Chief Financial Officer. Mr. Winzeler brings global operations and financial expertise through his extensive experience with multinational technology organizations.

Most recently, Mr. Winzeler served as Chief Financial Officer at Solar Power Incorporated, where he joined the company as President of one of its subsidiaries to pioneer the first franchise concept into the residential solar market in the United States. Previous to Solar Power Incorporated, Mr. Winzeler served as Chief Financial Officer and Chief Operating Officer at International Display Works, during which tenure he managed multiple aspects of the publicly traded liquid crystal display manufacturer through a profitable sale of the company. Prior to International Display Works, Mr. Winzeler spent 17 years with the globally recognized leader in computing innovation, Intel Corporation, where he held a number of financial management positions in multiple domestic and international locations, including Controller of Intel's \$2 billion FLASH memory division.

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "Jeff Winzeler's extensive global operations and finance background with enterprises ranging from Fortune 100 to entrepreneurial firms brings a unique perspective and expertise to this critical role and I am delighted to welcome Jeff to our executive leadership team."

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.

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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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