

FOR IMMEDIATE RELEASE

Availity Selects Rackwise, Inc. for Data Center Infrastructure Management

- Rackwise® DCM key to optimizing Health Information Network for future growth -

SAN FRANCISCO, March 1, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that Jacksonville, Florida-based Availity, LLC ("Availity"), provider of the Availity Health Information Network, one of the country's largest healthcare data exchanges, has selected the Company's **DCM** solution to plan, model and optimize its growing information technology infrastructure.

Availity enables information exchange between healthcare professionals, health plans and multiple other healthcare stakeholders through a single secure network. The Availity Health Information Network encompasses administrative, financial, and clinical services, supporting both real-time and batch electronic data exchange via the web and through business-to-business integration.

The rapid proliferation of patient and other medical records poses unique and continuous challenges to maximizing data center efficiencies while cost-effectively managing the requisite IT infrastructure to assure timely exchange of critical healthcare information. Availity selected the intuitive, technologically advanced Rackwise® **DCM** solution in large part for its ease of implementation. The Visio-based solution will allow the enterprise to more accurately track assets, model planned changes, and manage data center and IT infrastructure costs. Additionally, the Rackwise® **DCM** solution delivers the potential for accelerated return on investment through enhanced monitoring capabilities to better regulate power across the infrastructure.

Guy A. Archbold, Rackwise Chief Executive Officer, commented "We are extremely pleased to have been selected by Availity to track, plan, and manage the IT infrastructure supporting their expanding Health Information Network. Healthcare is one of the fastest growing business segments in North America and ensuring the timely and secure access to critical medical information by key stakeholders is essential to all of us. We are thrilled for this opportunity to provide an essential component in Availity's current and future IT infrastructure optimization strategies."

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™

© Rackwise, Inc. 2012 All Rights Reserved.

Rackwise®, EVERY ASSET • EVERY LOCATION • EVERY TIME™, **DCM 3.6™** and **DCiM™** are trademarks of Rackwise, Inc. Other designated trademarks and brands mentioned herein are the property of their respective owners.

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.

For additional information, please contact:

Mr. Todd Kehrli
MKR Group, Inc.
323.468.2300
rack@mkr-group.com
www.mkr-group.com

Mr. Michael Porter
Porter, LeVay & Rose, Inc.
212.564.4700
mike@plrinvest.com
www.plrinvest.com

Mr. Michael Peth
Executive VP & Corporate Communications
Rackwise, Inc.
415.946.8947
corpinfo@rackwise.com
