

**FOR IMMEDIATE RELEASE**

**Steve Biondi Joins Rackwise, Inc. Industry Advisory Board**

- Advisory Board addition advances Rackwise leadership in **DCiM**<sup>™</sup> market -

SAN FRANCISCO, April 3, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that Steve Biondi will join Stephen O'Donnell to serve on the Company's recently formed Rackwise, Inc. Industry Advisory Board (the "Advisory Board"), a distinctive group of industry thought leaders and visionaries that will provide strategic guidance to the Company.

Mr. Biondi brings to the Advisory Board more than 30 years of senior management experience in the technology industry with a reputation for successfully leading sales and product development teams in multinational organizations. Mr. Biondi was recently appointed and currently serves as President of North America Operations at Micro Focus, a leading provider of enterprise application modernization, testing, and management solutions. Prior to joining Micro Focus, Mr. Biondi served as Vice President, OEM Sales for North and South America at VMware, a global leader in virtualization and cloud infrastructure solutions enabling businesses to optimize information technology ("IT") resources in the Cloud Era. Previous to VMware, Mr. Biondi held a range of leadership and executive roles in General Business and the Software Group during his career of more than 20 years at Fortune 100 US-based International Business Machines Corporation, including Worldwide Director of Software Sales for Small and Mid-Size Customers.

On his appointment to the Rackwise, Inc. Industry Advisory Board, Mr. Biondi commented, "Efficient data center management is critical to maximizing utilization of all assets across the global information technology infrastructure. Senior executives recognize these investments are essential to both business development and profitability. IT professionals are continually seeking to enable powerful, state-of-the-art tools for real-time data management to optimize operational efficiencies and economic benefits. The Rackwise<sup>®</sup> suite of products and service offerings, including their new **DCM 3.6**<sup>™</sup> software presently scheduled for release, are elevating the Company's reputation and market position in this discipline and I look forward to contributing to their strategic growth objectives in this advisory capacity."

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, stated, "We are delighted to welcome Mr. Steve Biondi to our Rackwise, Inc. Industry Advisory Board. His extensive industry knowledge and acknowledged reputation forged from successful careers at IBM, followed by VMware and now Micro Focus, will be invaluable to educating the global network of data center managers, information officers and other IT professionals in utilizing our Company's **DCiM**<sup>™</sup> Solutions to meet their evolving information technology infrastructure management needs."

**About Rackwise, Inc.**

Rackwise, Inc. (OTCBB: RACK.OB), through its branded Rackwise<sup>®</sup> 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**<sup>™</sup> 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](http://www.rackwise.com) or call 888.818.2385.

**DCiM**<sup>™</sup> Solutions - EVERY ASSET • EVERY LOCATION • EVERY TIME<sup>™</sup>

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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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