

FOR IMMEDIATE RELEASE

Richard Scannell Joins Rackwise, Inc. Industry Advisory Board

- Advisory Board addition further advances Rackwise leadership in **DCiM™** market -

SAN FRANCISCO, April 26, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that Richard Scannell will join Stephen O'Donnell and Steve Biondi 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. Scannell brings to the Advisory Board more than 20 years of senior management experience in the technology sector with a reputation for successfully executing innovative sales, marketing and operational support strategies in multinational enterprises. He is co-founder of GlassHouse Technologies, a leading global provider of data center infrastructure consulting and managed services, and currently serves as the company's Senior Vice President of Corporate Strategy and Sales responsible for GlassHouse's global market strategy and North American Sales. Prior to GlassHouse, Mr. Scannell served as Chief Operating Officer of UpSource, Inc. a start-up company providing outsourced customer relationship management services. Previous to UpSource, Mr. Scannell held a range of leadership and management roles principally within the information technologies business groups during his career of more than 12 years at Fortune 500 US-based Motorola, Inc., including heading the information technology group supporting Motorola business units responsible for a \$10 billion market segment.

Commenting on his appointment to the Rackwise, Inc. Industry Advisory Board, Mr. Scannell said, "Defining and executing effective data center management strategies is critical to optimizing operational efficiencies and utilization of all assets across the global information technology infrastructure. Confronted with escalating complexities inherent with a myriad of diverse issues including cloud, virtualization, storage, backup, security and next generation data centers, IT professionals continually seek to enable powerful, state-of-the-art tools for real-time data management to optimize both operational efficiencies as well as economic benefits while incorporating fundamental risk mitigation and service improvement metrics. The current and contemplated Rackwise® suite of products and service offerings are favorably positioning the Company within the data center infrastructure management market and I look forward to positively contributing to their strategic efforts in this advisory role."

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, stated, "We are extremely pleased to welcome Mr. Richard Scannell to our Rackwise, Inc. Industry Advisory Board. Richard's extensive market sector knowledge and reputation for unbiased data center management strategies and recommendations utilizing GlassHouse's unique, vendor-agnostic solution analysis and assessment models, will be invaluable to further enlightening the global community of CIO's, data center managers and other IT professionals in employing our Company's **DCiM™** offerings as the solutions of choice to meet their evolving information technology infrastructure management needs."

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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