

FOR IMMEDIATE RELEASE

Global Cruise and Travel Company Expands use of Rackwise® DCiM™ Solutions

- Rackwise® key element of current and planned IT management strategies -

SAN FRANCISCO, May 8, 2012- Rackwise, Inc. (OTCBB: RACK.OB) (the "Company"), a leading developer of data center infrastructure management software and service solutions, announced today that it has signed an additional renewal and maintenance agreement for its Data Center Management ("DCM") software with one of the world's premier cruise and travel companies.

A Rackwise® customer since 2007, the travel company's original implementation of the Rackwise® offering primarily targeted inventory and asset control as well as space monitoring and management. Since the initial deployment, the company has migrated through available updates to the current version of the Rackwise® DCM software, expanding utilization to include power and cooling modeling. The firm continues to enable evolving Rackwise® features and functionality to accommodate their business growth objectives, incorporating **DCiM™** Solutions by Rackwise, Inc. as integral elements of their current and future comprehensive data center infrastructure management strategies.

Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "We especially appreciate our long-term relationships as validation of our performance and ongoing commitment to meet or exceed our customers' expectations and we are very pleased to continue our relationship with one of the global leaders in this expanding sector of the travel industry. As IT infrastructure penetrates more and more aspects of modern life, superior, dependable and innovative **DCiM™** functionality is increasingly critical across the value chain. We are proud to be recognized among data center managers and IT professionals for providing powerful, state-of-the-art tools to plan, model, and optimize all assets across their global information technology infrastructure while maximizing their collective economic benefit."

About Rackwise, Inc.

Rackwise, Inc. (OTCBB: RACK.OB) is a leader in software development and marketing within the growing markets for IT infrastructure, data center monitoring, management and optimization, data center cost efficiency and green data centers and its branded Rackwise® Products and Services are used throughout the world. Its 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 cost analysis of IT infrastructure. For more information, visit www.rackwise.com or call 888.818.2385.

DCiM™ Solutions by Rackwise, Inc. – EVERY ASSET • EVERY LOCATION • EVERY TIME™

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.

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