



FOR IMMEDIATE RELEASE

Rackwise® Elevates DCIM Capabilities with Introduction of DCiM X™

- Real-time device level management powered by Intel® Data Center Manager -

Folsom, June 25, 2012 - Rackwise, Inc. (OTCBB: RACK.OB) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, announced that the Company has today released the newest version of its market leading data center infrastructure management product offering with the real-time, device level Intel Data Center Manager ("DCM") software solution fully integrated. The Company further announced that its Rackwise® **DCiM X™** offering is available in both traditional enterprise on-premise license format as well as Software-as-a-Service ("SaaS") model format for smaller companies with less extensive requirements.

The Rackwise® **DCiM X™** offering is the only currently available DCIM suite solution exclusively powered by Intel DCM, affording existing and prospective customers the ability to assure reliability, discover hidden capacity, and enable efficiency within their data centers and across their global information technology ("IT") and facilities infrastructure. The **DCiM X™** solution further provides customers the revolutionary capability to manage a worldwide network of data centers from a single console.

Assure reliability. Rackwise® **DCiM X™** incorporates extensive fault-tolerant planning and analysis capabilities. By enabling customers to identify key risk elements, determine optimal levels of redundancy, and intelligently assess potential cascading device failure impact within the power chain, data center managers and IT professionals now have visibility to responsibly plan for unscheduled outages and mitigate associated risks and downtime costs.

Discover hidden capacity. Rackwise® **DCiM X™** advanced capacity utilization, migration and modeling tools enable data center managers to assimilate real-time device level data to identify and model migration strategies for stranded or underutilized capacity within a client's overall IT environment, allowing for improved asset utilization through intelligible equipment consolidations, decommissions, and other performance enhancing reconfigurations.

Enable efficiency. Power and cooling needs contribute to the substantial operating costs associated with running the data center. The Rackwise® **DCiM X™** solution suite empowers IT professionals to facilitate economic and operational optimization of the data center and global IT infrastructure through its comprehensive set of critical decision support tools including true real-time device measurements, extensive "what-if" reporting and operational efficiency metrics to maximize utilization of existing data center resources.

The combination of reliability, capacity, and efficiency gains make for the potential for a very large ROI and a quick payback on investment, in many cases less than 6 months.

The Rackwise® **DCiM X™** offering incorporates an extensive upgraded suite of new and improved features and functionalities, including enhanced device level real-time monitoring, substantially more extensive power modeling supporting energy management and optimization, comprehensive asset tracking and utilization, visualization, blade server management, fault impact analysis and advanced business reporting analytics and metrics.

Integration of the Intel DCM dramatically extends device level monitoring capabilities of the Rackwise® **DCiM X™** solution, offering the first implementation with real-time data gathering and reporting capabilities built around enhanced temperature and power monitoring, and failure analysis. An additional advantage of this feature is the enhanced visibility and analytics at the device, rack, floor and all other levels of the data center infrastructure. Consistent with the Company's prior product offerings, the Rackwise® **DCiM X™** solution supports an extensive vendor independent equipment library. The offering incorporates an open architecture platform with standard data connectors to industry leading configuration management databases and change management systems, thereby advancing Rackwise® **DCiM X™** beyond other products currently available.

Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "Rackwise® **DCiM X** marks our initial product offering integrating Intel DCM. As the exclusive DCiM suite solution provider incorporating Intel DCM, our new offering provides IT professionals unprecedented features and functionalities to assure reliability, discover hidden capacity and enable efficiency within the data center and across the global IT infrastructure. This combination of reliability, capacity and efficiency gains allows for potentially significant reduced time to value and accelerated returns on investment."

"Intel DCM is a power management solution stack for the data center," said Jeff Klaus, Director, Data Center Solutions, Intel Corporation. "By integrating Intel DCM with the Rackwise **DCiM X**, the combined solution provides an impressive array of analytics and 'what if' scenario capabilities for data center managers."

About Rackwise, Inc.

Rackwise, Inc. (OTCBB: RACK.OB) is a leader in software development and marketing within the growing markets for IT infrastructure tracking, monitoring, modeling, and management. The Company's suite of **DCiM**™ product and service offerings enables clients to effectively manage today's high density computing configurations and virtualized data centers while mitigating the risks associated with cascading faults within the infrastructure. Rackwise® solutions integrate device level, real-time monitoring with advanced modeling, reporting, analytics and other critical features and functionalities, providing users with robust, state-of-the-art platforms to responsibly optimize operations and maximize cost efficiencies of their IT infrastructures, and progress toward achieving sustainable green data centers. Its branded Rackwise® Products and Services, **DCiM**™ Solutions, are used by over 150 companies worldwide. For more information, visit www.rackwise.com or call 888.818.2385.

Rackwise®, **DCiM**™ and **DCiM X** 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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