



**FOR IMMEDIATE RELEASE**

## **Rackwise, Inc. Advisory Board Member Harkeeret Singh Recognized**

**- Earns Judges Award for Green Grid Leadership at 2012 Datacentres Europe Awards -**

Folsom, CA June 27, 2012/Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the "Company") announced today that Harkeeret Singh, a member of the Company's Industry Advisory Board, has been honored with the prestigious Judges Award (the "Award") at the [5<sup>th</sup> Annual Datacentres Europe Awards](#) held recently in London.

Mr. Singh, Global Head of Energy and Sustainable IT at Thompson Reuters and Co-Founder at Talent for Technology, was presented the Award for his work as lead author of [The Green Grid's Data Center Maturity Model](#) (DCMM) and supporting [white paper](#). Together, the DCMM and accompanying white paper outline capability descriptors by area providing users the ability to benchmark their current performance, determine their maturity levels, and identify requisite steps and innovations to achieve greater efficiency and sustainability in their current and future environments. The maturity model looks at every aspect of the data center including power, cooling, compute, storage and network. The levels of the model outline current best practices and a 5-year roadmap for the industry.

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, stated, "We are delighted that Harkeeret Singh has been honored with the Judges Award at the 2012 Datacentres Europe Awards for his leadership and innovation as primary author of The Green Grid's Data Center Maturity Model and associated white paper. Harqs has been a globally recognized advocate for innovative green sustainable IT infrastructure strategies and this most recent Award further validates his reputation amongst information technology professionals and his peers within the data center infrastructure management market ("DCIM") sector. This is truly an honor for Harqs to be so highly regarded and recognized in his industry and our Company benefits greatly from his strategic guidance and insight in this critical dimension of data center maturity and associated benefits within the DCIM discipline."

### **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**<sup>™</sup> 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<sup>®</sup> 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<sup>®</sup> Products and Services, **DCiM**<sup>™</sup> Solutions, are used by over 150 companies worldwide. For more information, visit [www.rackwise.com](http://www.rackwise.com) or call 888.818.2385.

*Rackwise<sup>®</sup>, DCiM<sup>™</sup> and DCiM X<sup>™</sup> 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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