

Iowa Health System Selects Rackwise DCiM X™

- Integrated health system to improve IT infrastructure availability and data security -

FOLSOM, CA August 29, 2012 - Rackwise, Inc. (RACK.OB) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, announced today [Iowa Health System](#) ("IHS") has selected Rackwise **DCiM X™** to manage its information technology ("IT") infrastructure supporting healthcare delivery throughout the region. The contract between IHS and the Company was executed through DataSpan, a Rackwise, Inc. reseller based in Dallas, Texas.

One of our nation's most integrated health systems, IHS provides care across Iowa and Illinois through its network of 27 hospitals in metropolitan and rural communities and more than 200 physician clinics. With more than 24,000 employees, IHS is committed to innovative advancements across the spectrum of health care delivery, enabling them to deliver the best outcome for every patient every time. Through more than 3 million patient visits yearly, IHS hospitals and clinics provide a full range of care to patients and families in the region. With annual revenues of \$2.8 billion, IHS is the fifth largest nondenominational health system in the United States.

IHS employs a complex IT infrastructure to effectively support its integrated network of healthcare providers, including uninterrupted access to facilities, equipment, medical data and patient records. Additionally, regulatory constraints and privacy considerations further underscore IHS's dynamic IT environment, driving the need for continual enhancements in tracking, managing, controlling, and planning both IT infrastructure assets and data. IHS selected Rackwise **DCiM X™** to enable the highest levels of visibility, access and security over its IT infrastructure, including data center assets and critical information. The advanced features and functionalities of Rackwise **DCiM X™** will allow for improved planning and operational efficiencies to avoid data center service interruptions.

Mr. Mike Hartgrave, Systems Engineer, Iowa Health System, commented "We see deploying Rackwise **DCiM X™** as a critical longer term solution for sustaining our strategic and operational capabilities to deliver quality services and data throughout our network without interruption. As both our patient and provider populations grow and their needs expand, efficient and effective operation of our IT infrastructure is critical to achieving the best possible patient outcome for every patient every time. We're excited about using this tool now and look forward to expanding utilization of the extensive array of product features and functions enabling overall IT infrastructure optimization and cost efficiencies as we plan and grow for the future."

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, added, "We are extremely pleased to announce that as a consequence of the joint efforts of DataSpan and our sales and support team, Iowa Health System, one of this nation's largest integrated health services providers, has selected our Rackwise **DCiM X™** IT infrastructure management solution for our advanced **DCiM X™** capabilities as well as anticipated accelerated return on investment and shorter time to value than our competitors. This selection of Rackwise **DCiM X™** as the data center infrastructure management solution of choice by IHS network again demonstrates our leadership in the data center infrastructure management market, enabling customers and users to assure reliability, discover hidden capacity, and enable efficiency in managing their global network of data centers and IT infrastructure. In the increasingly critical healthcare arena, we are highly gratified that our Rackwise® offering will play a key role in IHS delivering quality services to a growing patient base across its expansive provider network."

About Rackwise, Inc.

Rackwise, Inc. (RACK.OB) is a leader in software development and marketing within the growing data center infrastructure management ("DCIM") market for IT infrastructure tracking, monitoring, modeling, and management. The Company's flagship product, Rackwise **DCiM X™**, incorporates open architecture designs into a vendor agnostic platform affording IT professionals maximum flexibility for efficient integration in any computing environment. The Rackwise **DCiM X™** offering provides features and functionalities to assure reliability, identify hidden capacity, and improve efficiencies resulting in accelerated returns on investments through significantly optimized data center facilities and IT infrastructures. **DCiM X™** integrates device level, real-time monitoring with

advanced modeling, reporting, analytics and other critical capabilities, enabling clients to more effectively manage today's high density computing configurations and virtualized data centers, mitigate risks associated with cascading faults and other potential inefficiencies within the infrastructure, and facilitate progress to more sustainable "green" data centers. Rackwise® products and services are used by over 150 companies worldwide. For more information, visit www.rackwise.com.

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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