Lincoln Electric System Seeks to Reduce Carbon Footprint with Rackwise **DCiM X**

- Rackise **DCiM X** delivers advanced controls enabling "green" initiatives –

FOLSOM, CA October 04, 2012 - Rackwise, Inc. (RACK.OB) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, today announced that the Company has executed a license agreement with Lincoln Electric System ("LES") to install and deploy Rackwise **DCiM X** in LES's multiple data centers in the Lincoln, Nebraska area.   A regional electric energy provider, LES is a nonprofit, customer-owned utility serving over 200 square miles within Lancaster County, including Lincoln and other major cities.

LES's primary goal is to provide a reliable electric supply at the lowest possible cost to its more than 113,000 residential customers and 15,000 commercial and industrial customers. The utility is an acknowledged progressive leader, partnering with the community to consistently provide reasonably priced electricity in an environmentally-responsible manner. Critical to keeping costs and rates low is insight to, and management of, LES's information technology ("IT") resources. In assessing its computing infrastructure, the utility has several currently active IT and data center initiatives, including managing IT assets and inventories, monitoring and optimizing component usage, and tracking and managing power and cooling. LES recognizes the integration of Intel's device level tracking in the Rackwise **DCiM X** offering as a unique differentiator in the DCIM software market and will rely on this capability to provide detailed insight into power, cooling, and heat monitoring, allowing the energy provider to further reduce its carbon footprint in support of its green initiatives, including those mandated by regulatory agencies. Implementation and deployment of Rackwise **DCiM X** demonstrates a proactive approach to enabling compliance with regulatory mandates as well as achieving LES's internal sustainable energy objectives.

Mr. Patrick Marik, Senior Network Administrator, Lincoln Electric System, commented, "We are highly committed to our sustainability and environmental stewardship goals at LES. We continually seek the best tools available in the market enabling us to most effectively manage every aspect of our data center and IT infrastructure, providing us the opportunity to optimize our costs and operational efficiencies contributing to both reasonable electricity rates for our customers as well as progress towards reducing our carbon footprint and achieving our other near and long term sustainable 'green goals.' We believe the data granularity and precise device level monitoring and management that the Rackwise **DCiM X** platform delivers will play critical strategic roles in our meeting these goals."

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, added, "Lincoln Electric System is a top performing regional energy provider in the United States, consistently delivering reasonably priced energy to their customers while addressing evolving compliance requirements in a highly regulated environment. We are pleased and proud that LES has selected our **DCiM X** offering to monitor, manage, and optimize their information technology infrastructure as part of their commitment to sustainability and environmentally responsible energy delivery. In selecting the Rackwise **DCiM X** solution, LES joins other premier utilities in utilizing Rackwise® offerings to efficiently and effectively plan, manage, and control their data centers and computing ecosystems to achieve the highest levels of IT operations and cost optimization by assuring reliability, discovering hidden capacity, and enabling efficiencies across their IT landscapes."

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. Rackwise **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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