

Data Intensity Expands Rackwise DCiM X™ Deployment to Manage Global Cloud Services Data Center

- IT infrastructure optimization key to rapidly expanding business –

FOLSOM, CA November 08, 2012 - Rackwise, Inc. (RACK.OB) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, today announced that Data Intensity, Inc. ("Data Intensity"), headquartered in Bedford, MA, is expanding deployment of Rackwise **DCiM X™** to manage the information technology ("IT") infrastructure that is the backbone of Data Intensity's enterprise software hosting and application management solutions business.

One of the fastest growing and leading providers in their space, Data Intensity is a cloud services and application management company focused on Oracle ERP platforms. Data Intensity's dynamic and scalable hosting computing solutions require sophisticated DCIM software to effectively manage their IT infrastructure to both meet customers' needs as well as optimize the cost and operational efficiencies of Data Intensity's computing ecosystems. Their recent move to a remote co-located data center and increasing rack count combined with the rapid expansion of Data Intensity's business drives the need for improved asset visualization and capacity planning capabilities, providing continuous monitoring to quickly and efficiently address client needs. With its suite of advanced features and functionalities, Rackwise **DCiM X™** enables Data Intensity to easily identify and track asset location and other critical data remotely, facilitating Smart Hands and similar mobile offsite management technologies for maximum flexibility and quick action. Rackwise **DCiM X™** is a key component in Data Intensity's strategy for managing and providing a robust IT environment while continually optimizing data center capacity, operational efficiencies and costs to meet the needs of their rapidly expanding customer base.

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, added, "Companies around the world rely on Data Intensity for cloud-based hosting and application management services for their critical ERP platforms. We are delighted that our Rackwise **DCiM X™** solution is included as a key element in Data Intensity's strategic plan to deliver cloud-driven solutions to their global customer base. They are among a growing number of clients and IT professionals utilizing our offerings to efficiently and effectively plan, manage, and control their data centers and computing infrastructures to achieve the highest levels of operational efficiency and cost optimization by assuring reliability, discovering hidden capacity, and enabling efficiencies across their IT landscape."

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.

For additional information, please contact:

*Mr. Todd Kehrli
MKR Group, Inc.
323.468.2300
rack@MKR-Group.com
www.mkr-group.com*

*Mr. Michael Porter
Porter, LeVay & Rose, Inc.
212.564.4700
mike@plrinvest.com
www.plrinvest.com*

*Mr. Jeff Winzeler
Chief Financial Officer
Rackwise, Inc.
916.984.6000
corpinfo@rackwise.com
www.rackwise.com*