Leading Apparel and Home Fashion Retailer Selects Rackwise DCiM X

- Rackwise® solution to support new data center design, development and implementation –

FOLSOM, CA February 13, 2013 - Rackwise, Inc. (OTC: RACK) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, today announced that a Fortune 500 leading Northern California-based operator of off-price apparel and home fashion retail chains (the "Retailer") has selected Rackwise DCiM X to manage its data centers, including the consolidation and relocation of its existing centers into a single new location.

The Retailer operates a number of recognized retail chains, including one of the country's largest off-price apparel and home fashion chains, with nearly 1100 locations throughout the United States and its territories offering first-quality, in-season, name brand and designer apparel, accessories, footwear and home fashions at savings of 20% to 60% off department and specialty store regular prices.

The Retailer currently utilizes a network of data centers throughout the country to support and manage its business activities. To optimize data center operations specifically and enhance information technology ("IT") infrastructure generally, the Retailer is consolidating its existing data centers into a single new location. The successful launch of the new data center is critical to the Retailer's immediate and longer term business strategies and growth objectives. Core to the success of this consolidation is the ability to identify, track and readily deploy the Retailer's current inventory of data center and other IT assets. Equally critical is enabling the Retailer to plan and model multiple prospective configurations to ensure a smooth and seamless transition to the new data center intelligently designed for optimal operational and fiscal efficiency. After conducting an expansive evaluation of available DCIM offerings, the Retailer selected the Rackwise® solution primarily for its ease of use and wide range of superior features and functionalities, which include asset management, capacity planning, power management and robust modeling tools facilitating more extensive advance planning and evaluation of what-if scenarios.

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, commented, "We are thrilled that one of the nation's leading apparel and home fashion retail chain operators has selected Rackwise DCiM X over other available DCIM offerings as an integral component of its present and future DCIM strategies, including pre-planning and configuration modeling to enable a more operationally effective and efficient build-out, implementation and startup of its new consolidated data center. We are committed to delivering to the DCIM marketplace easy-to-use products with advanced tool sets incorporating superior features and functionalities and this most recent selection further validates our success in those efforts. Leading companies continue to choose Rackwise® solutions to support, manage, and plan their IT infrastructure strategies, objectives, and operations to achieve the highest levels of operational and cost optimization by assuring reliability, discovering hidden capacity, and enabling efficiencies across their IT landscape."

About Rackwise, Inc.

Rackwise, Inc. (OTC:RACK) 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.

For additional information, please contact:

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