

## **Retirement Systems of Alabama selects Rackwise DCiM X<sup>™</sup> for Data Center Management**

- Power and electrical monitoring and management key to data center optimization -

**FOLSOM, CA December 12, 2012** - Rackwise, Inc. (OTC: RACK) (the "Company"), a leading developer of data center infrastructure management ("DCIM") software and service solutions, today announced that The Retirement Systems of Alabama ("RSA"), headquartered in Montgomery, AL, has selected Rackwise **DCiM X<sup>™</sup>** to manage the newly opened, hosted colocation [RSA Dexter Avenue Datacenter](#) ("Datacenter") supporting public and private entities throughout the Southeast.

The Datacenter facility houses 44,000 square feet of electronic server space dedicated to meeting the information technology ("IT") needs of the RSA and is available for lease by private and public organizations with specific IT needs. The Datacenter is available for telecommunications companies including Verizon and AT&T, government agencies, smaller private businesses such as doctor's offices, etc., to lease server space and store sensitive data in a controlled, secure environment. Alabama's innovative approach requires clear visibility and control over all assets housed and managed within the Datacenter, including the power and electrical requirements, utilization and other metrics. The IT modeling and tracking capabilities embedded in Rackwise **DCiM X<sup>™</sup>** will enable the Datacenter team to optimize the overall IT performance as the environment grows and takes on more clients.

Mr. Guy A. Archbold, Rackwise, Inc. Chief Executive Officer, added, "We are thrilled that The Retirement Systems of Alabama has chosen Rackwise to provide data center management for their innovative Datacenter that houses and blends both public and private computing requirements in a single location and data center. We are honored and delighted to be a significant component of this new datacenter model and know that as the RSA Dexter Avenue Datacenter grows and evolves, Rackwise will continue to play a critical role in the strategies for overall management and optimization of the facility. The Retirement Systems of Alabama is 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. (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<sup>™</sup>**, 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<sup>™</sup>** 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<sup>™</sup>** 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<sup>®</sup> products and services are used by over 150 companies worldwide. For more information, visit [www.rackwise.com](http://www.rackwise.com).

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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