

EVERY ASSET • EVERY LOCATION • EVERY TIME™



**FOR IMMEDIATE RELEASE**

**SimpleHelix Selects Rackwise, Inc. for Data Center Infrastructure Management**

- Global eCommerce hosting company to optimize IT infrastructure using ™ Solution -

SAN FRANCISCO, January 20, 2012 /Business Wire/ -- Rackwise, Inc. (OTCBB:RACK.OB) (the “Company”) announced today that its Software as a Service (“SaaS”) ™ offering has been selected by [SimpleHelix](http://simplehelix.com/), the Huntsville, Alabama-based eCommerce hosting company, to plan, manage, and optimize their expanding IT infrastructure that currently provides hosting for more than 12,000 customers worldwide.

Specializing in eCommerce hosting, SimpleHelix needed a data center infrastructure management tool that was easy to learn, install, and use, that integrated with Excel, and whose price performance met the needs of the growing company. SimpleHelix selected the ****™ solutions offered by Rackwise, Inc. in large part for its open, non-proprietary, inclusive approach incorporating user-friendly drag and drop asset tracking and management tools built on the Visio platform.

Steve Shickles, President of SimpleHelix, stated “We were at an inflection point where we needed more robust information technology infrastructure tracking and management capabilities for our eCommerce hosting business. After researching alternatives, we were thrilled with the Rackwise, Inc. offering. Their solution offered a powerful, easy-to-use drag and drop tracking ability and, with over 30,000 devices supported, we’re confident that their service will more than meet our needs. As an additional benefit, the ROI capabilities provided by the service will enable us optimize and more critically manage our IT infrastructure, including eliminating unneeded equipment. Finally, the Rackwise, Inc. pricing model was the simplest and most straightforward that we found.”

Guy A. Archbold, Rackwise Chief Executive Officer, added, “We are extremely pleased to have been selected by SimpleHelix to track, plan, and manage their growing hosting information technology infrastructure and are delighted that as SimpleHelix researched the field, Rackwise, Inc. stood out for its features, rapid installation and time to value as well as its effective pricing structure.”

**About Rackwise, Inc.**

Rackwise, Inc. (OTCBB: RACK.OB) is a San Francisco-based Nevada corporation. The Company is a leader in software development and marketing within the growing markets for IT infrastructure, data center monitoring, management and optimization, data center cost efficiency and green data centers and its branded Rackwise® Products and Services are used throughout the world. Its flagship data center infrastructure management suite of products and service offerings, ****™Solutions, are used by over 150 companies worldwide to track, manage, plan, optimize and provide cost analysis of IT infrastructure. For more information, visit [www.rackwise.com](http://www.rackwise.com) or call 888.818.2385.

**™ Solutions by Rackwise, Inc. -** EVERY ASSET • EVERY LOCATION • EVERY TIME™

**Copyright © Rackwise, Inc. 2012, All Rights Reserved.**

*Rackwise®, and* *****™ 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*](mailto:rack@mkr-group.com)

[*www.mkr-group.com*](http://www.mkr-group.com)

*Mr. Michael Porter*

*Porter, LeVay & Rose, Inc.*

*212.564.4700*

[*mike@plrinvest.com*](mailto:mike@plrinvest.com)

[*www.plrinvest.com*](http://www.plrinvest.com)

*Mr. Michael Peth*

*Executive VP & Corporate Communications*

*Rackwise, Inc.*

*415.946.8947*

[*corpinfo@rackwise.com*](mailto:corpinfo@rackwise.com)