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For Immediate Release



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Upsite Technologies' Upsite™ Temperature Strip Receives Gold Award in the Data Center Cooling Category in SearchDataCenter.com's "2007 Products of the Year" Awards

Santa Fe, NM, January 24, 2008: Upsite Technologies, Inc. is pleased to announce that the Upsite™ Temperature Strip was named 2007 Product of the Year in the data center cooling category by TechTarget's SearchDataCenter.com.

The Upsite™ Temperature Strip was chosen from a number of new products submitted for consideration in eight categories. The awards were judged by the editors of TechTarget's SearchDataCenter.com, in conjunction with a team of users, industry experts, analysts, and consultants. Judges selected the Products of the Year based on criteria that included innovation, performance, ease of integration, ease of use, functionality, and value.

The Upsite™ Temperature Strip is a liquid crystal thermometer with an acrylic self-adhesive backing that quickly and accurately measures the air-intake temperatures of IT equipment. It indicates if the air temperature is within the acceptable limits based on standards established by the American Society of Heating, Refrigeration and Air-Conditioning (ASHRAE) and equipment manufacturers. It can be attached to any piece of equipment in the data center. Also, it comes as an option on the face of Upsite's above-the-floor sealing solution, the HotLok™ Blanking Panel, due for release in the first quarter of 2008.

"Data center cooling has become such a complex issue that some data center managers might wonder if they need a meteorologist on staff. The winner in this category is also the simplest. It's like a sticker. Take off the backing, place it on your IT equipment, and find out what the temperature is at that point within one degree Celsius. Find your hotspots. Then you can deal with them. And it only costs \$30 for a pack of ten!" wrote the editors of SearchDataCenter.com in an article announcing the award.

"We are honored to win the Gold Award in the data center cooling category. We feel it is recognition of our leadership in data center cooling and greening innovations and initiatives," says Peter Crook, president of Upsite Technologies.



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About SearchDataCenter.com

SearchDataCenter.com guides IT managers through the decision making and evaluation process they face when making key business choices for their corporate data centers. SearchDataCenter.com offers strategic and practical information on designing, maintaining, furnishing, staffing, and running the enterprise data center, focusing on every aspect of the data center, including systems management, disaster recovery and backup, server consolidation strategies, and more. SearchDataCenter.com is part of the TechTarget network techtarget.com

About Upsite Technologies

Upsite Technologies, Inc., develops energy-efficient, high-availability solutions specifically designed to optimize your data center's critical physical infrastructure and ensure site uptime, reliability, and flexibility.

As the innovator of engineered sealing solutions, Upsite continues to research and develop products and services to complement and enhance the already extensive lines of patented KoldLok[®] products and KoldWorksSM services. Our inventions optimize thermal load capacity, target hotspot remediation, reduce intermittent equipment failures, improve equipment reliability, minimize bypass airflow, and diminish capital costs associated with installing additional cooling equipment.

Upsite's well-engineered solutions are employed by data centers worldwide to help reduce their carbon footprint and minimize energy and operating costs. Upsite's products and services currently optimize more than 6 million ft² (550,000 m²) of data center space. upsite.com