

FOR IMMEDIATE RELEASE



**COOLCENTRIC ANNOUNCES UPCOMING SEMINAR ON VIRTUALIZING,
DENSIFYING, & COOLING THE GREEN DATA CENTER**

MARLBOROUGH, Mass.,—June 14, 2010—Coolcentric™, a division of Vette Corp®, today announced that it will deliver an upcoming workshop entitled “*Virtualizing, Densifying and Cooling the Green Data Center*” on June 15, 2010 at 8:30 a.m. PT. This talk is part of the preconference workshop for The Green Data Center Conference to be held at the San Diego Supercomputer Center at the University of California at San Diego on June 15-17, 2010.

This workshop will explore how the “racking and stacking” of servers in a virtualized environment can result in power and cooling challenges, particularly the limitations that are made evident when attempting to air-cool mid or high-density server racks. As IT and facilities managers move toward server virtualization, they should give careful consideration to the capabilities and efficiencies of their cooling infrastructure. The speaker, Coolcentric’s general manager Joe Capes, will discuss how to evaluate the total cost of ownership by combining and prioritizing different variables in the design and implementation of virtualization strategies.

Workshop Title: “Virtualizing, Densifying and Cooling the Green Data Center”

Date: June 15, 2010

Time: 8:30 a.m. Pacific Time

Register for the Workshop

About Coolcentric

Coolcentric™ delivers the world’s most energy and space-efficient cooling solutions for reducing data center costs. Coolcentric’s LiquiCool® products for rack-level cooling, combined with services for integration, deployment and sustainability of data center thermal solutions, allow customers to optimize their data centers for maximum performance and return on investment. Coolcentric’s patented products enable data center owners and operators to eliminate hot spots, dramatically reduce energy consumption, improve space and power utilization, and reduce capital and operating expense. For additional information, contact Coolcentric at +1.508.203.4690 or visit www.coolcentric.com.

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