



COOLCENTRIC APPOINTS DONNA MICHAEL AS NEW DIRECTOR OF GLOBAL MARKETING COMMUNICATIONS

MARLBOROUGH, Mass.,—March. 29, 2010—Coolcentric™, a new division of Vette Corp.®, today announced the appointment of Donna Michael as director of Global Marketing Communications. In this newly-created position, Michael will be responsible for all outbound marketing, including press and analyst relations, events, marketing collateral, co-marketing programs and strategic messaging.

“We are pleased to add someone as talented and accomplished as Donna to Coolcentric’s marketing team,” said Joe Capes, general manager for Coolcentric. “Coordinating our global communications is an important role as we strive to educate enterprises on the cost savings and energy efficiencies that our liquid cooling solutions provide.”

Prior to joining Coolcentric, Michael was a founder and director of marketing for Zatora Software, a developer of event management software. Michael has extensive experience in marketing and marketing communications and has served in successively more senior positions for Sun Microsystems, Compaq Computer, Hewlett Packard and Digital Equipment Corporation as well as Fidelity Investments’ Human Resources Services division.

Michael holds a degree in Journalism from Northeastern University and attended Fitchburg State College’s graduate program in Communications Management. She is also a Six Sigma Black Belt with a specialty in organization acceptance of Sigma methodologies and is a trained facilitator in “Voice of the Customer” techniques.

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 (508) 203-4690 or visit www.coolcentric.com.

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