

**FOR IMMEDIATE RELEASE**



**COOLCENTRIC WILL EXHIBIT AT  
UPTIME INSTITUTE SYMPOSIUM 2010 EXPOSITION**

*Coolcentric Its Showcase Its Energy- and Cost-Saving LiquiCool Data Center Cooling Solutions*

**MARLBOROUGH, Mass.,—May 11, 2010—**Coolcentric™, a division of Vette Corp®, today announced that it will be participating in the Uptime Institute Symposium 2010 Exposition as an exhibitor. The symposium will be held in New York City on May 17-19, 2010 at the Hilton New York.

Coolcentric (Booth #607) will demonstrate how its LiquiCool data center cooling solutions can help data center owners and operators reduce in room cooling costs by 90 percent, reduce white space requirements by 80 percent while allowing a 5X increase in rack compute power. Coolcentric's LiquiCool system includes a LiquiCool RDHx, which replaces the standard rear door of an IT enclosure, uses a low impedance fin and tube coil through which chilled water is circulated. The hot exhaust air ejected by rack-mounted IT equipment passes through the LiquiCool coil and is cooled before re-entering the data center.

The Uptime Institute Symposium 2010 provides an excellent forum to learn about energy-saving and expense-saving initiatives that deliver immediate business value and ongoing reduction in carbon footprint.

**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](http://www.coolcentric.com).

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