

FOR IMMEDIATE RELEASE

New Energy Summit Focuses on Powering Data Center Efficiently and Reducing Energy Costs

-- Featuring IT power experts from Federspiel Controls, Power Assure, Raritan and Teladata --

SANTA CLARA, CA — August 18, 2010 - Four leading data center power management companies today announced a first-of-its-kind Energy Summit to be held September 9th at the Santa Clara Hilton. The half-day "Energy Savings Now" event -- hosted by [Federspiel Controls](#), [Power Assure](#), [Raritan](#) and [Teladata](#) -- will examine how to leverage advances in data center energy management.

The seminar will feature William Dunckel, senior project manager in the Customer Energy Efficiency division of Pacific, Gas & Electric. Mr. Dunckel's keynote address will provide insights into "The Integrated System to Manage the Data Center Ecology."

This seminar will also feature several power management experts, including Dr. Clifford Federspiel, founder and CEO, Federspiel Controls; Clemens Pfeiffer, chief technology officer, Power Assure; Henry Hsu, director power management architecture, Raritan; and Bob Brown, CEO, Teladata; who will discuss:

- The ease of putting efficient systems in place
- The timeline for realizing savings
- Common data center efficiency misconceptions
- "Green" opportunities that will lead to industry leading positions
- Affordability through rebates and incentives
- An actual How-To reduction plan to optimize efficiency

To register for the event, visit www.raritan.com/energysavingsnow/ or call 408-884-6058.

Seating is limited and reservations are first-come first-serve.

About Federspiel Controls

Federspiel Controls is the leader in closed-loop enterprise energy management systems for data centers and large, commercial buildings. Since its start in 2004, the company has

pioneered the application of advanced, artificial intelligence technology to the real-time demands of energy usage, delivering significant reductions in operating costs and increased reliability. Federspiel is a privately held firm located in the technology corridor of San Francisco's East Bay and is committed to green energy solutions that make for a more sustainable planet. For more information, visit www.federspielcontrols.com.

About Power Assure

Power Assure is a leading developer of Dynamic Data Center Optimization software for large enterprises, government agencies, and managed service providers. Power Assure's solutions provide visibility, intelligence, and automation to help CIOs, IT directors, and facilities managers optimize capacity, service levels, and power consumption within and across data centers. Headquartered in Santa Clara, CA, the company is privately held with funding from Draper Fisher Jurvetson, Good Energies, Point Judith Capital, and a grant from the Department of Energy. For more information, visit www.powerassure.com.

About Raritan

Raritan is a proven innovator of power management, infrastructure management, KVM and serial solutions for data centers of all sizes. In more than 50,000 locations worldwide, Raritan's award-winning hardware and software solutions -- including intelligent PDUs, energy management software, KVM-over-IP and Serial-over-IP access products -- provide IT and facility directors, managers and administrators with the control they need to increase power management efficiency, improve data center productivity and enhance branch office operations. Based in Somerset, N.J., Raritan has offices worldwide serving 76 countries. For more information, visit www.raritan.com

About Teladata

TELADATA is a professional services consulting firm that specializes in the design, planning, and project management for Data Centers, IT Infrastructure, Audiovisual, Monitoring and Security. Serving as a client advocate, TELADATA provides the technical expertise to help clients make critical decisions on the design of technology infrastructure that would best support business goals. Our unique methodology utilizes easy to understand documentation that translates complex IT and Facilities Infrastructure concepts and encourages collaboration with all stakeholders- IT, Facilities, Real Estate, Finance, and Construction teams. From Discovery to Implementation Project Management services, we can take the lead to ensure a successful project. TELADATA also hosts the Technology Convergence Conference, which brings end users and experts from diverse fields to discuss the latest trends in data centers, facilities, and converging technologies. For more information, visit www.teladata.com

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