UPSITE TECHNOLOGIES HOSTS LG-SPONSORED TEAM OF STUDENTS RESEARCHING WHAT MAKES AN ENERGY-EFFICIENT DATA CENTER

LG-Sponsored Research Team Plans to Use Upsite Technologies Best Practices to Create Energy-Efficient Data Centers in Korea

SANTA FE, NM, August 19, 2009—Upsite Technologies, Inc., leading developer of highly engineered airflow solutions and diagnostic services for the data center, recently hosted an LG-sponsored 4-person team of university students from Korea, Eco²st, in search of answers to the question, "What's the best way to construct a green data center?"

"With our highly engineered products and services, our goal is to greatly improve the environmental and economic picture of the worldwide data center, so we were thrilled to share our knowledge of best practice data center operation and potentially forge new business alliances," says Peter Crook, executive vice president of business development for Upsite Technologies.

Drawing on its deep background in and knowledge of the data center industry, Upsite presented the fundamental aspects of optimal data center operation, including cooling and airflow science and best practice KoldLok® Raised Floor Grommets and IT equipment server HotLok® Blanking Panel solutions to Eco²st, who will present their research findings to LG regarding how to establish a model energy-efficient data center. The Korean government has recently announced a green development policy, designed to promote projects that simultaneously foster good environmental practice and economic development. Eco²st's report will be posted to a public website and be available for review by members of the Korean government.

Team leader, Ju-Yeop Seong, said, "There are relatively few organizations or research institutes that study saving energy and designing eco-friendly data centers that Korea can access. Based on our report, I hope our country and our data center managers will come to know your very useful KoldLok and HotLok products."

The Eco²st research proposal was one of only 15 selected from 900 applicants in LG's annual research proposal competition. The winning teams were funded for a two-week tour in the project-appropriate country of their choosing. Among the other organizations on Eco²st's itinerary were the Environmental Protection Agency, the Department of Energy ENERGY STAR, a large ISP in San Diego and the Lawrence Berkeley National Laboratory in California, and the Uptime Institute.

About Upsite Technologies
Upsite Technologies, Inc. develops award-winning, highly engineered airflow solutions for the data center to cool IT equipment more efficiently, increase reliability, save energy, and lower operating costs. Upsite is an ENERGY STAR Service and Product Provider Partner.

As the leading innovator of engineered sealing solutions, Upsite continues to develop products and services to enhance the extensive lines of KoldLok® and HotLok® products and Upsite® Services, data center optimization solutions. Our solutions optimize thermal load capacity, increase equipment reliability, target hotspot remediation, reduce intermittent equipment failures, minimize bypass airflow, and diminish the capital and operating costs associated with installing additional cooling equipment.

Upsite's highly engineered solutions are employed by data centers worldwide to help reduce energy usage and costs, while increasing reliability. Upsite's products and services currently optimize more than 28 million ft^2 (2.6 million m^2) of data center space. Visit upsite.com for more information.

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