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#### MEDIA RESOURCES

### **Upsite Technologies Founder Ken Brill Honored with The Datacentre Leaders' Outstanding Contribution to Industry Award**

**SANTA FE, NM, January 15, 2009**-Kenneth G. Brill, founder and CTO of Upsite Technologies, a leading developer of energy-efficient, high-availability solutions designed to optimize a data center's critical physical infrastructure, received the "Outstanding Contribution to Industry" tribute at the Datacentre Leaders' Awards held by Datacenter Dynamics in London, England on December 17, 2008.

In the past 25 years, Brill has developed or influenced a range of concepts that have shaped the modern data center industry. He developed the concept of dual power to the IT device and was influential in the creation of the Tier Classification System, and the methodology to optimize cooling airflow. Brill's recent data center research on rising heat densities and escalating power consumption has focused the industry on the critical issues of energy use, cost, reliability, and the changing economics of IT applications.

Says Brill, "I feel deeply honored to be recognized by the data center industry with this award. My work is my passion, and on the horizon, I see only groundbreaking developments to further improve effectiveness."

In 2000, with the help of Robert "Dr. Bob" Sullivan, Tip Sempliner, and others, Brill developed Upsite Technologies' **KoldLok® Grommet**, which defined an entirely new product category for raised-floor computer rooms. Derivative products now form a family of highly effective sealing products designed to manage thermal airflow. In 2008, Upsite released another of Brill's product innovations: the **HotLok® Blanking Panel**, designed to seal IT equipment cabinets to 99.97 percent effectiveness. It is offered with the SearchDataCenter.com's pick for the Gold Award in 2007: the **Upsite® Temperature Strip**, designed to measure the air-intake temperature of IT equipment.

Says Brill, "Current environmental and economic conditions make it imperative to reduce energy consumption. As CTO, I focus Upsite Technologies on engineering data center solutions that optimize the IT equipment customers already own. Instead of buying additional and expensive cooling units which consume more energy, recover the energy and capacity you have already paid for through simple and elegantly engineered sealing products that effectively and efficiently manage thermal airflow, one of the most critical elements in the data center. Upsite is always researching new ways to optimize the data center and improve equipment reliability and I am excited about the solutions we have coming down the pike."

The criteria used for the Datacentre Leaders' Awards judging were:

- Contribution to data center design or operation through authorship
- Contribution to the direction and integration of the industry

- Development of solutions or initiatives that have progressed established thinking on the design or operation of the data center
- Industry acknowledgement and reputation for expertise and knowledge

The judging panel was drawn from industry experts in the design, building, and operation of data centers and the process was overseen by Zahl Limbuwala, chairman of the Data Centre Specialist Group at the British Computer Society (BCS).

#### **About Upsite Technologies**

Upsite Technologies, Inc. develops energy-efficient, high-availability solutions specifically designed to optimize a data center's critical physical infrastructure and ensure site reliability, flexibility, and uptime. Upsite is an ENERGY STAR Service and Product Provider Partner.

As the leading innovator of engineered sealing solutions, Upsite continues to research and develop products and services to complement and enhance the already extensive lines of KoldLok® and HotLok® products and KoldWorks® services. Our inventions optimize thermal load capacity, improve equipment reliability, target hotspot remediation, reduce intermittent equipment failures, minimize bypass airflow, and diminish the capital costs associated with installing additional cooling equipment.

Upsite's well-engineered solutions are employed by data centers worldwide to help reduce energy and operating costs, while improving reliability. Upsite's products and services currently optimize more than 25 million ft<sup>2</sup> (2 million m<sup>2</sup>) of data center space. Visit [upsite.com](http://upsite.com) for more information.

#### **About The Datacentre Leaders' Awards**

The Datacentre Leaders' Awards were launched in 2007 by DatacenterDynamics Ltd. in order to recognise innovation and reward excellence in facility design and operations not only in the UK but across Europe. The Datacentre Leaders' Awards are an opportunity to showcase the professionalism and ingenuity of this important sector. This Awards programme is about individuals and teams, the people who make this industry what it is today, not just about products and technologies. As well as offering peer recognition, the Awards are an excellent opportunity to demonstrate industry best practice. Visit [datacenterdynamics.com/awards](http://datacenterdynamics.com/awards) for more information.

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