



Power Assure, Inc. Presents at DataCenterDynamics Conference on July 13

Santa Clara, CA, July 17, 2007 --(PR.com)-- Power Assure, Inc., a provider of innovative power management solutions that significantly reduce data center energy costs, presented revolutionary techniques to improve data center efficiency at San Francisco's annual "Data Center Dynamics" conference attended by over 650 data center operators, facilities and IT experts.

After a strong endorsement and introduction by Chris Hardin, President of the data center consultation firm CDH Consulting, Clemens Pfeiffer, CTO at Power Assure provided enlightening comments on best practice techniques available to data center operators to improve power efficiency without sacrificing safety, security or service levels.

Six key insights were revealed. First, it is essential for green data centers to create a comprehensive "power inventory", a wall-to-wall asset list of facility and IT equipment, to understand the complete power picture. Second, setting up a monitoring system for that inventory allows usage measurements and consumption reduction over time. Third, using advanced automation techniques, data centers can manage IT equipment and load shift and shed to reduce power consumption. Fourth, it is important to automate the power cycles of associated facilities (e.g. cooling) equipment in response to the reduced IT load. Fifth, with the new automated abilities to manage, data center operators can participate in utility "demand response" or brown-out alerts by shifting or shedding as needed and receiving rebates along the way.

The sixth insight presented by Clemens was that, by using a power*performance measurement called Par4™, buyers of servers can more easily incorporate power consumption in their total cost of ownership (TCO) purchasing decisions.

Power Assure's Holistic Power Management™ solutions help facilitate all six initiatives with both hardware and software solution components that make facilities' and IT managers' activities consistent, thus bridging the gap between these two organizations with improved data center power efficiency. This approach can save up to 81% in virtualized or load-balanced server farms and more than half of the power consumed in most data centers.

Many participants were unaware that such an advanced technology exists, especially one that provides a holistic view across the data center. Hardware vendors told Power Assure that they have been looking for an independent certification of power and performance measurement and were impressed at the simple elegance of the Par4™ rating.

One large company facility manager asked how to convince his management to spend the money to implement the Power Assure solution and was excited by the answer. Donnie K. Foster, CEO of Power Assure, said he should be excited... "We'll front the initial costs and you can pay us from savings if you'd like... that's just one of the multiple ways we offer to help you begin saving costs, reducing greenhouse gases and contributing to 'greening' your company."

About CDH Consulting:



CDH Consulting specializes in construction, renovation and analysis of data centers and technology enhancement of mission critical facilities across the United States.

About Power Assure:

Power Assure, Inc. is focused on efficiently reducing power in data centers by up to 80 percent while improving service levels through automatic load shifting and load shedding.

PALabs, a division of Power Assure, provides data centers and buyers of servers with independent verification of equipment power and performance ratings (Par4™ rating) that are standardized across H/W vendors.

Power Assure is at the forefront of the green data center initiative. Power Assure works closely with customers, utilities and the government to minimize power usage of data centers and large server farms and to reduce associated greenhouse gases.

More information can be found at www.powerassure.com.

Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Statements in this release that are "forward-looking statements" are based on current expectations and assumptions that are subject to known and unknown risks, uncertainties or other factors which may cause actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual results could differ materially.

All information in this release is as of the date of this release. The Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the Company's expectations.

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