



For Immediate Release

Contact:

Adam Waitkunas
Milldam Public Affairs LLC
978-369-0406 (office voice)
978-828-8304 (mobile)
awaitkunas@milldampa.com

AdaptivCool and Bluestone Energy Services Announce Partnership to Offer Comprehensive Data Center Energy Management Services

Partnership will help companies cost-effectively reduce data center energy consumption

Milford, NH and Norwell, Mass – March 31, 2009 – AdaptivCool and Bluestone Energy Services, two of New England’s leading data center solution providers, today announced a partnership that will help companies of all sizes substantially reduce data center energy consumption.

The partnership will allow one-stop shopping for cooling optimization, thermal management and monitoring, data center best practices and utility incentives and credits. AdaptivCool and Bluestone have already started working together on a number of data center efficiency projects in Boston, Chicago and New York.

[AdaptivCool](#), the Data Center Division of Milford, NH-based Degree Controls, Inc. (DegreeC), provides expertise in data center airflow and thermal management. AdaptivCool’s energy management tools dynamically control airflow and provide data center and IT managers with real-time thermal monitoring.

Last year, Frost & Sullivan awarded AdaptivCool’s Room Scale Intelligent Cooling with its Product Line Strategy of the Year Award.

[Bluestone Energy Services](#), a leader in energy conservation and project development services, has helped hundreds of companies implement energy-efficiency upgrades and secure utility incentives and credits. Bluestone is a “Project Expeditor” for National Grid as well as a “Preferred Engineering Vendor” for NSTAR.

Last year, Bluestone received the distinction of “Energy Project of the Year” from *The Association of Energy Engineers* in recognition of work it completed on behalf of Cambridge, Mass-based EF Education.

“I am excited to hear about this partnership. At a time when IT budgets are being trimmed, the need to control data center costs has never been greater. This partnership will allow data center managers to take advantage of high-ROI approaches such as airflow management and free cooling. Best of all, Bluestone can qualify the projects for utility incentives and credits,” said

(more)

Dan Wilson, President of [Wilson International Networking](#) and former IT Manager for Osram Sylvania.

“We are thrilled to be working with Bluestone Energy. Given that data-center energy consumption is forecast to double by 2012, this partnership will help us meet the growing need for data-center thermal management solutions,” said Rajesh Nair, General Manager of [AdaptivCool](#). “Our combined services will result in more efficient and robust data centers throughout the Northeast.”

“DegreeC and Bluestone Energy share the same goal of delivering value-added services to our customers. DegreeC’s suite of cost-effective thermal management products such as [HotSpotr](#) and [AdaptivCool RSIC](#) are the perfect tools for helping us bring comprehensive energy reduction to our customer’s data centers,” said Adam Fairbanks, Vice President of Data Center Services for Bluestone Energy.

About AdaptivCool

AdaptivCool is the data center division of Milford, NH-based Degree Controls, Inc. AdaptivCool’s flagship technology is AdaptivCool Room Scale Intelligent Cooling (RSIC). RSIC’s temperature sensors send information to a sophisticated Cooling Resource Manager that calculates minute-by-minute cooling demand and controls data center airflow dynamically via floor- and ceiling-mounted air movers, reducing electrical consumption for data center cooling by up to thirty percent. In addition to RSIC, AdaptivCool also offers HotSpotr, a packaged product that eliminates data center hotspots. AdaptivCool’s consulting services provide data center and IT managers with the tools necessary to ensure Thermal Peace of Mind™ in the data center. Services include CFD analysis, energy and thermal monitoring, and general best-practices consultation to help data centers achieve maximum efficiency.

Additional information can be found at <http://www.adaptivcool.com>.

About Bluestone Energy

Since 1990, Norwell, Mass-based Bluestone Energy Services has provided professional engineering, project development and demand-side management (DSM) services for utility, industrial and commercial clients. Having designed and implemented hundreds of lighting, HVAC, and process energy conservation projects, Bluestone’s engineers have secured millions of dollars in utility incentives for its clients. Bluestone has worked with a wide array of companies including Boston Properties, Cabot Corporation and Stop & Shop Supermarket Company.

Additional information on Bluestone can be found at <http://www.bluestoneenergy.com>.

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