

**Asetek Named Winner of American Business Awards for
“Best New Product or Service-Hardware-Computer”**

*RackCDU Liquid Cooling System for Data Centers
Chosen as America’s Top New Computer Product of the Year*

September 18, 2013 – Asetek announced today that it has been selected as the 2013 winner of the American Business Awards Gold Award for “Best New Product or Service-Hardware-Computer.” The American Business Awards are the nation’s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

“We are delighted that our RackCDU Data Center Liquid Cooling has been recognized by such a prestigious group of judges,” said André Eriksen, Asetek founder and CEO. “This award is just one more confirmation that Asetek has found a good solution to one of the biggest and fastest growing energy problems in the World today. It is always nice to be recognized for the hard work we have put into creating a solution for data centers that is both efficient and cost effective.”

The prestigious Gold Award was presented to Asetek on Monday, Sept. 16 at the Julia Morgan Ballroom in San Francisco. More than 3,200 organizations were nominated this year for the American Business Awards (ABA), the nation’s premier business awards program. The ABA Gold Award trophy is nicknamed the Stevie, after the Greek word for “crowned.”

RackCDU is Asetek’s innovative hot water, direct-to-chip, data center liquid cooling technology which removes up to 80% of the heat from servers with an all liquid path and rejects it into ambient outdoor air without chilling. This enables cooling cost reductions in excess of 50%, density increases of 2.5x, and recovery of all the server energy removed by RackCDU for reuse in facility heating and cooling.

Details about the American Business Awards and the lists of Stevie Award winners announced on Sept. 16 are available at <http://www.StevieAwards.com/ABA>.

About Asetek

Asetek is the world leading provider of energy efficient liquid cooling systems for data centers, servers, workstations, gaming and high performance PCs. Its products are used for reducing power and greenhouse emissions, lowering acoustic noise, and achieving maximum performance by leading OEMs and channel partners around the globe.

Asetek’s products are based upon its patented all-in-one liquid cooling technology with more than 1.5 million liquid cooling units deployed in the field. Founded in 2000, Asetek is headquartered in Aalborg, Denmark with offices in California, China and Taiwan. For more information, visit <http://www.asetek.com>.

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