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## **Launches Innovative, New Website to Serve Growing Customer Demand**

*[www.RackSolutions.com](http://www.RackSolutions.com) offers a cleaner look, intuitive navigation, enhanced functionality and new product information*

Greenville, Texas – July 27, 2010 – RackSolutions, the market leader in custom computer racks and mounting solutions for original equipment manufacturers (OEM), and a wholly-owned subsidiary of Innovation First International, announced the launch of a new Magento-based website, at [www.racksolutions.com](http://www.racksolutions.com). To support the increasing demand for specialized rack solutions, the dramatically revamped site is designed to enhance user navigation and save customers time by providing new dynamic product information, streamlined category searches, and increased functionality.

“There is a growing demand from enterprises for rack mount solutions that are intuitive, customizable and easy to understand, and the new RackSolutions website showcases our innovative approach to engineering quick and cost-effective tailored solutions that our team can scale to fit any customer’s needs,” said Bob Mimlitch, co-founder of Innovation First International.

The website features new digital content with detailed measurement and product specifications that are organized to save users’ time, and better display RackSolutions product offerings and expertise. The company’s precision computer server racks, shelves, rails, cabinets, and other mounting products are clearly visible via drop down categories that line the top of the page. Each product features highly detailed measurements and specifications, in addition to product images, price and availability. For the first time, users now have the option to customize their navigation with an added “sort” option, and can choose to sort by price or product name, photo image or a more detailed list view.

With over a decade serving the data center market, RackSolutions has developed product solutions for every major OEM including Google, Yahoo, the US Navy, Cisco Systems, Dell, Social Security Administration, Lockheed Martin, ebay, HP, IBM, DreamWorks, CBS and others. Dell, HP and IBM are also newly featured categories on the RackSolutions website.

The ultimate Rackmount problem solvers, the company meets its exacting production standards and rapid prototyping needs by conducting all aspects of its domestic business – designing, engineering, distribution and operations – from its own metal fabrication plant in Greenville, Texas, next to the company’s headquarters. With

complete pick, pack and ship capability, the company processes hundreds of parcel and freight orders daily. RackSolutions.com has received an A+ rating from the [Better Business Bureau](#).

### **About RackSolutions Inc.**

RackSolutions is widely respected in the area of solutions for the rack mount industry. Working with all the major OEMs, RackSolutions has established a reputation for adapting and designing solutions to solve problems created by inconsistent rack standards. Custom products and fast design-to-build times are the cornerstones of RackSolutions' success. With an engineering process designed to create prototypes in 48 hours and final products within 2 weeks, RackSolutions allows its customers to recover from racking issues before the problems become acute. Its policy of absorbing engineering costs for the design of custom products means the customer only pays for the end product.

With over 90 years of combined engineering experience (70 years in the defense industry), RackSolutions builds products to meet the demands and specifications of any customer. The RackSolutions product line consists of computer server conversion brackets, server shelves and rails or posts, computer server racks and cabinets, and miscellaneous custom products. Its engineers design standard products to solve the majority of the customers' server racking needs, while also offering services for custom solutions.

RackSolutions patented conversion brackets are now the industry standard for installing servers in 2Post Relay Racks. These conversion brackets are utilized by Dell, Compaq, HP, IBM and Gateway. This solution supports broad installations, including expansive data centers at Yahoo, Walmart and eBay. Through its commitment to excellence, RackSolutions will continue to provide innovative and cost effective solutions to solve racking problems.

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