



## PlacelQ Deploys in CoreSite New York Data Center Campus

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*NY1 and NY2 Facilities to Provide Infrastructure Imperative for Company's Rapid Growth*

DENVER--(BUSINESS WIRE)--Apr. 1, 2014-- [CoreSite Realty Corporation](#) (NYSE:COR), a provider of secure, reliable, high-performance data center solutions, today announced that PlacelQ, the company building more accurate audience segments with location, time and real-world behavior, has chosen CoreSite's New York campus for its data center solution. CoreSite's NY1 and NY2 facilities will provide infrastructure for PlacelQ to process location and mobile data analytics, which create the foundation that powers PlacelQ's proprietary platform and diverse applications at massive scale.

PlacelQ derives intelligence from activities across time, space, and devices to uncover opportunities to learn about and connect with consumers. CoreSite's NY1 facility will deliver network connectivity and robust power and cooling infrastructure to support the PlacelQ platform. CoreSite's NY2 facility will provide backup and additional capacity needed to support PlacelQ's growth as the company plans to expand with the introduction of a consumer insights platform later this year.

"When selecting a data center partner, we wanted a company that could scale with us," said Michael Imbruce, head of infrastructure at PlacelQ. "The PlacelQ platform is a key differentiator for our company and is advancing the state of the art of high-resolution geospatial consumer analytics. We're processing petabytes of data each week, while also continuing to expand our infrastructure at a rapid rate. The flexibility our partnership with CoreSite provides is essential to the success of our clients and our business."

CoreSite's NY1 facility provides 50,000 square feet of high power-density solutions in the heart of one of the most network-dense markets in the world. NY1 is tethered via dark fiber to CoreSite's NY2 data center, located in Secaucus, N.J., creating one of the most powerful low-latency campuses on the East Coast.

"PlacelQ is widely recognized as an innovator in consumer insights through location and mobile intelligence, and their track record of rapid growth is a testament to that fact," said Brian Warren, Senior Vice President of Product and Marketing at CoreSite. "Through its expanding deployment, PlacelQ is adding to the big-data technologies in our NY data center campus, and we are pleased to serve as their partner."

For more information on CoreSite's NY1 and NY2 data centers, visit <http://www.coresite.com/locations/new-york>. For more information on PlacelQ, visit [www.placeiq.com](http://www.placeiq.com).

### About CoreSite

CoreSite Realty Corporation (NYSE:COR) delivers secure and reliable data center solutions across eight key North American markets. CoreSite connects, protects and delivers an optimal performance environment and continued operation of mission-critical data and IT infrastructure for enterprises and Internet, private networking, mobility, and cloud service providers. CoreSite's scalable platform of over two and a half million square feet of efficient, network-dense, cloud-enabled data center capacity enables customers to accelerate business performance, reduce operating costs and increase flexibility across their IT and communications systems. CoreSite's 350 professionals deliver best-in-class service by placing customer needs first in supporting the planning, implementation and operating requirements foundational to delivering reliable, secure and efficient IT operating environments.

More than 750 of the world's leading enterprises, carriers and mobile operators, content and cloud providers and media and entertainment companies choose CoreSite to connect, protect and optimize their performance-sensitive data, applications and computing workloads. CoreSite provides valuable gateways to global business opportunities with direct access to more than 275 carriers and ISPs, inter-site connectivity and CoreSite's Open Cloud Exchange, which supports rapid, efficient and scalable Ethernet access to multiple key public clouds, enabling simple, flexible, multiple-cloud capabilities.

For more information, visit [www.CoreSite.com](http://www.CoreSite.com).

### About PlacelQ

Leading CPG, retail, automotive, entertainment, consumer electronics, and other national brands and their agencies rely on PlacelQ's patented technology and suite of consumer discovery, engagement and activation solutions to engage with the right consumers and lead them to desired brand actions and destinations at unbeatable scale. PlacelQ's Place Visit Rate (PVR™) is already the standard for measuring real-world, in-store ROI, quantifying the value and effectiveness of advertising, targeting and messaging. The company is headquartered in New York City and has offices in San Francisco, Los Angeles, Detroit, Chicago and Boulder, Colorado.

### Forward Looking Statements

*This press release may contain forward-looking statements within the meaning of the federal securities laws. Forward-looking statements relate to expectations, beliefs, projections, future plans and strategies, anticipated events or trends and similar expressions concerning matters that are not historical facts. In some cases, you can identify forward-looking statements by the use of forward-looking terminology such as "believes," "expects," "may," "will," "should," "seeks," "approximately," "intends," "plans," "pro forma," "estimates" or "anticipates" or the negative of these words and phrases or similar words or phrases that are predictions of or indicate future events or trends and that do not relate solely to historical matters. Forward-looking statements involve known and unknown risks, uncertainties, assumptions and contingencies, many of which are beyond CoreSite's control, that may cause actual results to differ significantly from those expressed in any forward-looking statement. These risks include, without limitation: the geographic concentration of CoreSite's data centers in certain markets and any adverse developments in local economic conditions or the demand for data center space in these markets; fluctuations in interest rates and increased operating costs; CoreSite's failure to obtain necessary outside financing; financial market fluctuations; changes in real estate and zoning laws and increases in real property tax rates; and other factors affecting the real estate industry generally. All forward-looking statements reflect CoreSite's good faith beliefs, assumptions and expectations, but they are not*

*guarantees of future performance. Furthermore, CoreSite disclaims any obligation to publicly update or revise any forward-looking statement to reflect changes in underlying assumptions or factors, of new information, data or methods, future events or other changes. For a further discussion of these and other factors that could cause CoreSite's future results to differ materially from any forward-looking statements, see the section entitled "Risk Factors" in CoreSite's most recent annual report on Form 10-K, and other risks described in documents subsequently filed by CoreSite from time to time with the Securities and Exchange Commission.*

Source: CoreSite Realty Corporation

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