



NEWS RELEASE

U-Store-It Launches Television and Radio Advertising

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WAYNE, PA -- (MARKET WIRE) -- 05/21/09 -- U-Store-It Trust (NYSE: YSI), a national **self-storage** company offering storage facilities, service and solutions, launched its first-ever television advertising campaign in early April with 30- and 60-second commercials. The company expanded the campaign to 23 major markets across the U.S. in subsequent weeks. The company launched 60-second radio spots in 19 major markets in early May to supplement the television advertising. The commercials promote a lowest price guarantee as well as the potential to receive the first month rent free.

"We are very pleased with the early results of our initial television and radio advertising," said U-Store-It Chief Executive Officer Dean Jernigan. "In April we realized strong growth in web site hits in the targeted markets, compared with March. We entered 2009 focused to broaden our reach through additional marketing initiatives. In today's economy, our lowest price guarantee delivered through local television and radio, national cable television and our web site is clearly resonating well with consumers."

The U-Store-It lowest price guarantee will beat the competition by 10 percent of the price variance and applies to immediately available storage units of comparable size within three miles of the selected U-Store-It facility. In addition to the lowest price guarantee, the promotion includes the potential for customers to receive their first month rent free at select locations. U-Store-It self-storage units are offered on a month-to-month rental term to meet the need for **temporary or long-term storage**.

The commercials also highlight the role of the company's local general managers. "Our managers are self storage experts and we want customers to know a helpful manager at each company-owned location is a vital element of our storage solution," said U-Store-It Director of Marketing Kristi Gubbels.

Viewers are given a toll-free number to call or they can go online at ustoreit.com to take advantage of the self-storage promotions and to find a nearby **storage facility**.

To view the U-Store-It commercials visit the company's YouTube page at <http://youtube.com/ustoreitstorage>. A. Eicoff & Company, the largest direct response (DRTV) agency in the U.S. produced the commercials.

Visitors to ustoreit.com can also view the sizes and features of individual **self-storage units**, reserve storage space, and pay their storage bills online using a safe, secure online payment function.

For more information about business or personal storage call U-Store-It toll free at 1-888-U-STORE-IT.

About U-Store-It Trust

U-Store-It Trust is a self-administered and self-managed real estate investment trust. The Company's self-storage facilities are designed to offer affordable, easily accessible and secure storage space for residential and commercial customers. According to the Self Storage Almanac, U-Store-It Trust is one of the top four owners and operators of self-storage facilities in the U.S.

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