



NEWS RELEASE

U-Store-It Opens National Call Center

6/2/2009

WAYNE, PA -- (MARKET WIRE) -- 06/02/09 -- U-Store-It Trust (NYSE: YSI), a national self-**storage company** offering storage facilities, service and solutions, announced today it has opened a company-owned call center in Wayne, Pennsylvania and is deploying the Service Cloud and the Sales Cloud, the industry-leading customer relationship management (CRM) from salesforce.com.

U-Store-It has transitioned the majority of its call volume to its recently opened facility from its outsourced vendor. At its call center, U-Store-It directly controls the service level it provides present and potential customers. As a result of this transition, the company increased the conversion rate of calls to reservations and appointments significantly during the month of May, compared with the first quarter of calendar 2009.

"Our call center is a vital element in our commitment to provide first-class service to our customers," said U-Store-It Chief Executive Officer Dean Jernigan. "We are extremely pleased with the initial results of the center's operations. Our May results provide evidence that taking direct control of the call center has improved the customer experience materially."

The U-Store-It call center team is comprised currently of an experienced call center manager, five supervisors, 22 full-time agents and a number of part-time agents. Collectively, this team has more than 125 years of call center experience. In May 2009, the U-Store-It call center handled more than 25,000 calls.

U-Store-It is integrating the Service Cloud and the Sales Cloud, salesforce.com's best-in-class CRM, to enhance its sales and customer service activities. Salesforce.com will provide U-Store-It a consolidated view of customer activities and behavior through all of its customer touch points -- call center, web site and store systems.



Salesforce.com will encompass all 386 company-owned facilities and approximately 205 network affiliate locations. U-Store-It anticipates the integration will be completed by the end of the third quarter of calendar 2009. As a result, U-Store-It will have access to a unified view of customer history as well as timely information on self-storage facilities and network affiliate activity.

"Salesforce.com is clearly the leader in CRM," said Jernigan. "We are extremely pleased to work with the best and look forward to enhancing our sales and service capabilities with its industry-leading technology. This deployment is another significant advancement in our commitment to provide our customers and network affiliate partners with superior service."

Visitors may go online to <http://www.ustoreit.com> to learn more about the company and to find a nearby storage facility. Visitors to [ustoreit.com](http://www.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 provides self-storage solutions in all 50 states through its 386 company-owned facilities and the U-Store-It Network, which consists of approximately 205 additional third-party locations. 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.

Forward-Looking Statements

Although the Company believes the expectations reflected in any forward-looking statements in this press release are based on reasonable assumptions, there can be no assurance that such expectations will be achieved. You should not rely on our forward-looking statements because the matters they describe are subject to known and unknown risks and uncertainties that could cause the Company's future results, performance, or achievements to differ significantly from the results, performance, or achievements expressed or implied by such statements. Such risks are set forth under the captions "Item 1A. Risk Factors" and "Forward-Looking Statements" in our annual report on Form 10-K and under the caption "Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations" (or similar captions) in our quarterly reports on Form 10-Q, and described from time to time in the Company's filings with the SEC. For forward-looking statements herein, the Company claims the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform

Act of 1995. The Company assumes no obligation to update or supplement forward-looking statements that become untrue because of subsequent events.

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