



NEWS RELEASE

# U-Store-It Network Surpasses 700 Network Locations in Ten Months

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Company Launches New Network Web Site to Attract and Support Members

WAYNE, PA -- (MARKET WIRE) -- 02/17/10 -- U-Store-It (NYSE: YSI), a leading provider of self **storage solutions**, today announced that its **U-Store-It Network** has now surpassed 700 member facilities nationwide. In an effort to support the growing network, U-Store-It also launched its new member website at [www.ustoreit.com/network](http://www.ustoreit.com/network). With the addition of these Network locations, customers who visit **UStoreit.com** or contact their National Sales Center now have access to more than 1,000 self-storage facilities across the country.

The **U-Store-It Network**, which was started in April 2009, is administered by U-Store-It and provides **self-storage marketing solutions** for **storage companies** nationwide. Network members get a free listing on [www.ustoreit.com](http://www.ustoreit.com), where customers can find facility information and reserve a storage unit. The U-Store-It Network allows independent self-storage owners and operators to take advantage of U-Store-It's national brand awareness, marketing strategies and customer tracking systems to bring them new leads. To date, the U-Store-It Network has generated more than 8,000 exclusive customer leads for Network members in the form of direct phone calls and online reservations.

"The advantages of the U-Store-It Network for facility operators are higher occupancy and revenues because we can deliver customers that they may not have found on their own," said Dean Jernigan, CEO of U-Store-It. "In addition, our program is risk free, and Network Members only pay when we send them a customer. Our rapid growth proves that our message is resonating loud and clear with storage operators across the country, and as a result, we are

able to provide customers with a better service and more convenient locations."

U-Store-It's Network web site provides self storage facility owners and operators with a complete overview on the benefits of joining the program, as well as information on current members and success stories.

David Cramer, Chief Operating Officer for SecurCare Self Storage, commented about the Network, "SecurCare became a partner in the U-Store-It Network to broaden its advertising channels. U-Store-It brings the strength of a national campaign, yet the cost per referral is very affordable to the operator."

To learn more about the U-Store-It Network, call 800-691-2003 or visit [www.ustoreit.com/network](http://www.ustoreit.com/network).

#### About the Company

U-Store-It Trust is a self-administered and self-managed real estate investment trust. The Company provides self-storage solutions across the country. U-Store-It owns and or manages 374 facilities across the United States, and operates the U-Store-It Network, which consists of approximately 725 additional self-storage facilities. The Company's self-storage facilities, **storage space** and storage solutions are designed to offer affordable, easily accessible, secure, and in most locations, climate-controlled storage space for residential and commercial customers, as well as boat storage and mini storage. According to the 2009 Self Storage Almanac, U-Store-It Trust is one of the top four owners and operators of self-storage facilities in the U.S. For more information, visit [www.ustoreit.com](http://www.ustoreit.com).

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Company Contact:  
Tim Martin  
Chief Financial Officer  
(610) 293-5700