



NEWS RELEASE

U-Store-It Launches Website Optimized for Mobile Users

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Customers Now Able to Search for and Reserve Self Storage Units From Their Mobile Devices

WAYNE, PA -- (MARKET WIRE) -- 04/14/10 -- To meet the needs of increasingly mobile consumers, U-Store-It Trust (NYSE: YSI) today launched its mobile website that will allow customers to find and reserve a **self storage unit** from their mobile devices. U-Store-It's mobile site will provide easy access to the company's 374 facilities and an additional 765 locations that are part of the U-Store-It Network.

"Mobile has become an increasingly popular channel for consumers in general, and we've observed this from our customers who access the ustoreit.com website," said Steve Hartman, Senior Vice President of Marketing for U-Store-It. "Traditional websites aren't a convenient format for mobile devices and we realized that there was an opportunity for us to better serve our customers' needs. We're excited that we're able to provide this improved level of service."

Visit www.ustoreit.com from your mobile device to see the new enhancements and reserve today.

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 765 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 or the [U-Store-It Blog](#).

Contact:
U-Store-It Trust
Timothy M. Martin
Chief Financial Officer
(610) 293-5700