



NEWS RELEASE

## U-Store-It Kicks Off "Show Us What You've Got" Video Contest

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Company to Award \$5,000 and One Free Year of Self Storage to Winner

WAYNE, PA -- (MARKET WIRE) -- 05/03/10 -- U-Store-It Trust (NYSE: YSI) today kicked off the "Show Us What You've Got" Video Contest to highlight the wide variety of fun and interesting items that may be stored with U-Store-It. The Company is inviting anyone to submit a two-minute online video about their belongings for a chance to win \$5,000 and one free year of self storage. The submissions will be judged on uniqueness of the items shown, creativity, entertainment value and suitability for future advertising. Videos can be submitted online at [www.ustoreitvideocontest.com](http://www.ustoreitvideocontest.com) beginning today through June 30, 2010.

"The 'Show Us What You've Got' video contest is a fun way for us to engage both existing and potential customers, and showcase all the interesting things that can be placed in self storage," said Steve Hartman, Senior Vice President of Marketing for U-Store-It. "Our existing customers store some amazing items and have some phenomenal stories about what they have in our facilities. We know there are a lot more of these items and stories out there, and a contest is a great way to get them on video. We're looking forward to seeing the wild, funny, or otherwise unusual things that people own, or just the entertaining ways they can present their everyday items. This is a great chance for anyone with a digital video camera and a bit of creativity to be a star!"

U-Store-It will accept videos up to two minutes in length from today through June 30, 2010. Beginning July 16, the top five videos will be posted on the contest web site for the public to vote for their favorites. The video with the most votes will win the grand prize. No purchase necessary to enter. Contest is open to legal residents of the 50

United States and District of Columbia, 18 years of age or older. For more details and complete official contest rules, visit [www.ustoreitvideocontest.com](http://www.ustoreitvideocontest.com).

#### 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 459 facilities across the United States, and operates the U-Store-It Network, which consists of approximately 772 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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