



NEWS RELEASE

Dean Jernigan to Deliver Self Storage Association Keynote Speech

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WAYNE, PA -- (MARKET WIRE) -- 08/30/11 -- U-Store-It Trust (NYSE: YSI), a self-administered and self-managed real estate investment trust focused on self-storage facilities, announced that Dean Jernigan, U-Store-It's Chief Executive Officer, will deliver the opening keynote speech at the Self Storage Association's Fall Conference and Trade Show in Las Vegas. Mr. Jernigan will deliver his speech, titled "Positioning for the Future," on Wednesday, September 7, 2011 at 9:30am PDT.

"Customer expectations continuously evolve for every product and service they purchase," said Mr. Jernigan.

"Today the storage industry is poised for change, similar to the hotel industry in the 1980s. Industry consolidation, utilization of technology, and dramatic shifts in the way customers find us require self storage operators to adapt. The companies that will succeed are the ones that find new ways to surprise and delight their customers while still delivering a great value."

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 or manages 437 facilities across the United States, and operates the U-Store-It Network, which consists of approximately 791 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 2011 Self Storage Almanac, U-Store-It Trust

is one of the top four owners and operators of self-storage facilities in the U.S.

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 visit us online or call U-Store-It toll free at 1-888-U-STORE-IT.

Source: U-Store-It Trust