



NEWS RELEASE

## CubeSmart Is Now Trading as CUBE on the NYSE

9/22/2011

WAYNE, PA -- (MARKET WIRE) -- 09/22/11 -- CubeSmart (NYSE: CUBE), formerly U-Store-It Trust (NYSE: YSI), a real estate investment trust focused on owning and managing storage facilities with total **storage** solutions, announced that it has changed its corporate name to match its new brand name -- CubeSmart(SM). On September 19, 2011, shares of CubeSmart began trading under the ticker symbol CUBE on the New York Stock Exchange.

### About the Company

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 451 facilities across the United States and operates the CubeSmart Network, which consists of approximately 808 additional self-storage facilities. The Company is reinventing **self-storage** by adding more personalized services and technology to some of the best storage spaces around. CubeSmart services include storage customization, logistics services, comprehensive moving services, organizational services, and office amenities. The Company's self-storage facilities 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, CubeSmart is one of the top four owners and operators of self-storage facilities in the U.S.

For more information about business and personal storage or to learn more about the company and find a nearby storage facility, visit [www.CubeSmart.com](http://www.CubeSmart.com) or call 800-800-1717. Visitors to [cubesmart.com](http://cubesmart.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 CubeSmart(SM) toll free at 1-800-

800-1717.

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Source: CubeSmart