NEWS RELEASE

CubeSmart Recognized by Inside Self-Storage for Best Customer Service

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MALVERN, PA -- (Marketwired) -- 08/04/14 -- CubeSmart (NYSE: CUBE) today announced that it was named the Best Customer Service award winner from Inside Self-Storage's (ISS) 2014 Best of Business reader-choice poll, an annual campaign that solicits "Best of Business" votes from self-storage industry professionals. CubeSmart was also recognized in 2013 and 2012 by ISS readers in the Best Call-Center Services and Best Customer Service categories, respectively.

The Company's unique culture provides the foundation for its above-and-beyond Customer service philosophy. CubeSmart teammates are dedicated to delivering exceptional service to internal and external Customers and business partners. The Company's Values promote an environment of accountability, collaboration, and problem-solving that empowers teammates to find creative solutions to meet the individual needs of Customers.

"CubeSmart is honored to be recognized by peers and other self-storage professionals for our outstanding Customer service," commented Christopher P. Marr, CubeSmart's President and Chief Executive Officer. "We continually strive to redefine our Customer experience, enhancing our reputation as the provider of choice in the self-storage industry."

About the Company

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 559 self-storage facilities across the United States. According to the 2014 Self Storage Almanac, CubeSmart is one of the top four owners and operators of self-storage facilities in the U.S.

The Company plans to exceed Customer expectations by adding more personalized services and technology to some of the best storage spaces around. 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. CubeSmart® services include storage customization, logistics services, comprehensive moving services, organizational services, and office amenities.

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** or call CubeSmart toll free at 800-800-1717.

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Source: CubeSmart