



NEWS RELEASE

# CubeSmart Grows Sustainability Programs and Eco-Friendly Initiatives

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MALVERN, PA -- (Marketwired) -- 04/22/16 -- CubeSmart (NYSE: CUBE), a self-administered and self-managed real estate investment trust focused on self-storage facilities, today announced, in celebration of Earth Day, that it has planted more than 90,000 trees across America through its "Plant a Tree" program in partnership with American Forests. The trees have directly helped restore vulnerable ecosystems and endangered habitats in thirteen unique ecosystems. The effects of planting 90,000 trees include keeping 450 tons of pollution (e.g. dust and ozone) out of the air every year as well as storing 2,200 tons of carbon in their trunks and limbs every year.

Since 2010, CubeSmart has worked with American Forests to improve the lives of many people through its Plant a Tree program. Customers have the option of checking a box to "Plant a Tree" when reserving a CubeSmart storage unit online at [www.CubeSmart.com](http://www.CubeSmart.com) or by phone at 800-800-1717. For each self-storage Customer who makes this selection, CubeSmart makes a donation to American Forests' Global ReLeaf program to plant a native tree at no cost to the Customer. These Customer actions, along with money donated by CubeSmart, have recently brought the program's tree planting total to more than 90,000.

American Forests designates specific locations for these plantings, which have included the following amounts and sites: 15,133 trees in the Bugaboo Wildfire Rehabilitation project in Florida; 9,167 trees in the Blowdown Reforestation project in Minnesota; 10,614 trees in the County Line Wildfire Restoration project in Florida; and 9,433 trees slated to be planted in the 2016 longleaf pine project in Virginia.

"We are able to celebrate this milestone thanks to our Customers' commitment to the environment and our strong

partnership with American Forests. We are pleased to contribute to restoring ecosystems and habitats all over the country, while making a difference in air quality and reducing carbon pollution for years to come," said CubeSmart President and Chief Executive Officer Christopher P. Marr.

"American Forests is thrilled to partner again with CubeSmart to help restore forests in need," said Scott Steen, President & CEO of American Forests. "Healthy forests are critical to supporting wildlife and improving air and water quality, but they also increase quality of life for millions of people. We at American Forests are grateful for CubeSmart's commitment to restoring our forests."

Along with its commitment to planting trees, CubeSmart regularly evaluates conservation opportunities, and implements policies and practices, to reduce energy consumption, increase efficiency, and expand its sustainability efforts. CubeSmart makes annual investments in energy savings and sustainability projects to increase operating efficiencies and reduce the company's environmental footprint.

#### CubeSmart Sustainability and Energy Conservation Initiatives

- CubeSmart opened Austin's first "net zero energy" commercial building in April 2016.
- CubeSmart increased its 2016 investment in on-site solar voltaic systems by nearly 200% compared to 2014.
- Cubesmart invested over \$3 million in energy conserving lighting upgrades at its stores from 2009 through 2015; an additional \$1.9 million is budgeted for lighting upgrades in 2016.
- CubeSmart has saved an estimated 3.5 million sheets of paper by implementing a proprietary paperless rental lease process.
- CubeSmart systematically identifies energy consumption issues and focuses reduction efforts by performing an annual energy usage benchmark of a number of properties in key markets.
- CubeSmart deploys energy management systems to dynamically manage energy consumption to maximize energy efficiency at many locations.
- CubeSmart's dedicated Energy Manager monitors and adjusts daily energy usage for dozens of stores that account for nearly a quarter of CubeSmart's annual energy usage.

#### About CubeSmart

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 715 self-storage facilities across the United States. According to the 2016 Self Storage Almanac, CubeSmart is one of the top four owners and operators of self-storage facilities in the U.S.

The Company's mission is to simplify the organizational and logistical challenges created by the many life events and business needs of its Customers -- through innovative solutions, unparalleled service, and genuine care. 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.

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 CubeSmart toll free at 800-800-1717.

#### About American Forests

American Forests restores and protects urban and rural forests. Founded in 1875, the first national nonprofit conservation organization in the country has served as a catalyst for many key milestones in the conservation movement, including the founding of the U.S. Forest Service, the national forest and national park systems as well as leading thousands of forest ecosystem restoration projects and public education efforts. Working in forests in all 50 states and in 45 countries, American Forests planted its 50 millionth tree last year. The impact has resulted in cleaner air and drinking water, restored habitat for wildlife, and the removal of millions of tons of carbon dioxide from the atmosphere. Learn more at [americanforests.org](http://americanforests.org).

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