



NEWS RELEASE

CubeSmart Recognized by Inside Self-Storage Readers for Best Customer Service

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MALVERN, PA -- (Marketwired) -- 08/08/16 -- CubeSmart(NYSE: CUBE) today announced that it was named the Best Customer Service award winner from Inside Self-Storage's (ISS) 2016 Best of Business reader-choice poll, an annual campaign that solicits "Best of Business" votes from self-storage industry professionals and customers. This is the sixth time CubeSmart has been recognized by ISS readers, having won in the Best Customer Service category in 2014 and 2012, Best Call-Center Services category in 2015 and 2013 and Best Third Party Management Services in 2011.

A commitment to Customer service is at the foundation of CubeSmart's unique culture. The Company's commitment to Customer service is sustained through a WOW! Department that champions service that surprises and delights CubeSmart's Customers, and through a regimented training program that reinforces the CubeSmart Mission, VALUES, and operational best practices for the more than 2,100 CubeSmart teammates across the country.

"To be recognized once again by our customers, our peers and other industry professionals for our commitment to customer service is quite an honor for CubeSmart," said Christopher P. Marr, CubeSmart's President and Chief Executive Officer. "Every Customer interaction offers the opportunity to create a positive, memorable experience, and our teammates do an outstanding job of making the most of these opportunities by putting our Customers first."

About the Company

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 749

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

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