NEWS RELEASE

Extra Space Storage® Transitions Management of Storage.com to B2 Interactive

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SALT LAKE CITY, Oct. 15, 2013 /PRNewswire/ -- **Extra Space Storage** (NYSE: **EXR**) announced today it has contracted with B^2 Interactive ("B2i") to manage all aspects of Storage.com, its online self-storage directory. The change will further Storage.com's position as the leading online marketing source for self-storage owners. B2i, located in Omaha, Nebraska, will focus on providing enterprise level resources, including transactional information and operational data to storage owners.

(Logo: **http://photos.prnewswire.com/prnh/20120730/LA48662LOGO**)

"The B^2 Interactive team has a long-standing relationship providing services to the self-storage industry, particularly relating to online marketing. Thirteen years ago we launched one of the first self-storage directory websites as a solution to our own real estate marketing needs," noted Bill Hipsher, Co-Founder of B2i. "Having the opportunity to continue building the premier storage website domain is a fortuitous opportunity for B^2 Interactive and the city of Omaha. The B^2 Interactive team couldn't be more excited to execute our vision for online marketing within the self-storage industry," said Mr. Hipsher.

Along with shifting the operations of Storage.com to Omaha, B2i will build an advisory council consisting of industry veterans and experts to guide the strategic direction of the website. The goal of the advisory board will be to help shape Storage.com into an even more robust marketing solution, allowing storage operators the opportunity to capitalize on the power of interactive marketing.

The B2i team is led by internet and storage industry veterans, Bill Hipsher, Brandon Taylor and Nick Bilava. Bill has an extensive real estate background and is credited with building one of the first online storage directories. Joining Mr. Hipsher is co-founder Brandon Taylor. Mr. Taylor has wide-ranging experience building websites, software tools and online directories. Nick Bilava, Director of Sales and Marketing, rounds out B2i's core group. Mr. Bilava is well recognized within the storage industry as a leader in helping storage owners be more successful in all aspects of online marketing. "We believe B^2 Interactive's combination of industry experience and technological expertise will serve Storage.com and our partners well," said Mr. Hipsher.

About Extra Space Storage Inc.

Extra Space Storage Inc., headquartered in Salt Lake City, is a fully integrated, self-administered and self-managed real estate investment trust. As of September 30, 2013, the Company owned and/or operated 1,007 self-storage properties in 35 states, Washington, D.C. and Puerto Rico. The Company's properties comprise approximately 667,000 units and approximately 74 million square feet of rentable storage space offering customers conveniently located and secure storage solutions, including business storage. Extra Space Storage is the second-largest owner and/or operator of self-storage properties and is the largest self-storage management company in the United States. For more information, visit **www.extraspace.com**.

SOURCE Extra Space Storage

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