

PRESS RELEASE

SAFESTORE GOES MOBILE

Safestore, the UK's largest self storage company, has launched the first mobile website in the self storage industry. Customers will be able to access the mobile website from their iPhones, enabling them to search for their local store, use a mobile version of the storage size estimator and contact their local store through "push to call numbers".

Although initially targeted purely at the iPhone, the mobile website will be converted to other mobile phone platforms such as Blackberry and Android.

Jonas Witt, Safestore's Marketing Manager commented: "We invest a great deal in ensuring that the customer service and support we provide for our customers is the best in the industry. Developing our website is a key part of that and, as habits change, it is only natural that we invest in mobile technologies.

"Self storage is becoming more popular as families and businesses look to use space more effectively in their homes and workplaces. Our new mobile website enables our customers to find out more about the service Safestore provides while they are on the move."

Safestore currently has 94 stores in the UK, plus two business centres. Nationally, Safestore has seen unprecedented levels of occupancy growth, 26 percent higher than the comparable period last year.

For more details on Safestore visit www.safestore.co.uk or call 0800 444 800.

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Editors' Notes:**Information on Safestore**

Safestore is the UK's largest and Europe's second largest self storage provider. Its principal operations are located in the UK, where it has 94 stores and two business centres with a further 22 stores in Europe.

Safestore provides secure self-storage facilities which is an increasingly attractive solution to the growing storage needs for both business and domestic customers.

Safestore has a strong track record in managing and developing its assets. With over 37,000 customers and a national network Safestore has a thorough understanding of the evolving needs of its customers and a robust operation platform from which to continue to deliver sustained growth.

Safestore Holdings plc is a FTSE All-Share self storage company.

*Research source: YouGov, November 2009