

PRESS RELEASE

**SAFESTORE EXPANDS IN SOUTHEND IN RESPONSE TO GROWING TREND FOR
USING SELF STORAGE**

Safestore, the UK's leading self storage company, is expanding in Southend with the opening of a new store in Progress Road, Leigh-on-Sea. The new state-of-the-art facility replaces a smaller store on the same road and responds to the growing trend for both households and businesses to use self storage.

The new store officially opens on 5th November, but existing customers have already started moving. Billed as 'the big move', it is taking a five-strong team a total of 1200 hours to move items, which currently fill around 13,500sqft of storage space. Staff are moving over 200 wardrobes and beds, plus one customer has 18,000 records in their record collection.

Store manager, Alan Fraser said: "To keep pace with demand, opening a new store was a much needed option. It's a very big operation moving our customers' possessions to the new store, but we have been planning for this major move for months to ensure that things run as smoothly as possible.

"Self storage is becoming more popular as families and businesses look to use space more effectively in their homes and workplaces. Our new store in Southend provides a safe haven for customers to store possessions, stock, equipment and archive documents.

"For households, we expect our new facility to be popular with those who are moving into rented accommodation. It ties in with a trend we've seen across the country whereby people are putting their possessions into storage and biding their time until they find the right home to purchase."

The new Safestore facility in Southend is staffed by a highly trained team seven days a week. Services include free van hire, four weeks free storage for new customers and a DHL service point to send parcels worldwide. For business customers, there are larger business rooms with wider aisles and doors available and a secure holding room where Safestore accept deliveries on behalf of customers.

Safestore currently has 94 stores in the UK, plus two business centres. Nationally, Safestore has recently 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