

PRESS RELEASE

SAFESTORE SUPPORTS CRISIS AT CHRISTMAS

Crisis, the national charity for single homeless people, has joined forces with Safestore, the UK's leading self storage company, to collate foods, clothing, toiletries and other items for distributing to over 2,500 homeless and people in short-term accommodation, such as hostels, in Greater London over the festive period. Kind-hearted Londoners are being asked to drop-off specific gifts, ranging from tinned soup to men's socks, contained on a Christmas Wish List, at any one of Safestore's 42 centres in the Greater London area before December 10th.

The gifts will be given out to guests at nine Crisis At Christmas centres, hosted in academies and colleges across the capital, over the festive period. Crisis At Christmas provides homeless people with companionship to alleviate loneliness and isolation. They are also given support to take their first steps out of homelessness.

Leslie Morphy, Chief Executive for Crisis added: "With over 2,500 people coming through our doors every Christmas, it is a huge challenge to source the essential equipment needed to help our guests. Safestore's support will help us to offer a full range of services for many homeless and vulnerably housed people this Christmas and in turn help our guests to leave homelessness behind for good."

Neil Riding, COO at Safestore said: "Crisis At Christmas is an extremely successful project that has grown enormously in recent years to support thousands of homeless people in London over the festive period. We are extremely pleased to be backing such a worthwhile cause this Christmas and we urge Londoners to be generous.

"The Christmas Wish List has a whole host of items that can be donated and we hope that people will find something that they can bring to their local Safestore. Businesses can also get involved in the project as there are items, ranging from flat screen monitors and digital cameras to office chairs and carpet tiles that are needed for use by volunteers at the Crisis centres."

Details of all 42 Safestore centres in Greater London where gifts can be dropped off can be found at www.safestore.co.uk/crisisappeal. The Christmas Wish List can be accessed at <http://www.crisis.org.uk/pages/christmas.html>.

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Editors' Notes:

Information on Crisis

Crisis is the national charity for single homeless people. We are dedicated to ending homelessness by delivering life-changing services and campaigning for change. Our innovative education, employment, housing and well-being services address individual needs and help homeless people to transform their lives. We measure our success and can demonstrate tangible results and value for money. We are determined campaigners, working to prevent people from becoming homeless and advocating solutions informed by research and our direct experience. We have ambitious plans for the future and are committed to help more people in more places across the UK. We know we won't end homelessness overnight or on our own. But we take a lead, collaborate with others and together make change happen.

At Christmas we provide companionship and support to alleviate loneliness and isolation and help people to take their first steps out of homelessness. We welcome over 2,500 guests in nine centres across London. Our residential centres provide accommodation for rough sleepers, and people with specific needs such as women and those with dependency issues.

For the vulnerably housed, we run specialist day centres, which are based in academies and colleges, providing an inspirational environment. Across all our centres guests can benefit from 20 different services, learning opportunities, vital medical help, housing and job advice. We link our guests up to year-round services and encourage them to come to Crisis services in the New Year so we can continue to provide opportunities that will help them transform their lives. With over 8,000 volunteers, Crisis Christmas is the largest volunteer led event in the UK.



Financial & Corporate Communications

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