

PRESS RELEASE

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

Safestore, the UK's leading self storage company, is expanding in Bolton with the opening of a new store on Manchester Road. The new state-of-the-art facility replaces a smaller store in Nile Street and responds to the growing trend for both households and businesses to use self storage.

The new store officially opens on 12th November, but existing customers are being moved in from 1st November. Billed as 'the big move', it will take a four-strong team a total of 120 hours to move items which currently fill around 16,000sqft of storage space.

Store manager, Chris Worswick 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 Bolton 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 Bolton 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