



FOR IMMEDIATE RELEASE

MICHAEL TIPPNER JOINS STRATEGIC CAPITAL HOLDINGS, LLC DIGITAL AD EXPERT IS NAMED VICE PRESIDENT OF INTERNET MARKETING FOR SELF-STORAGE GIANT

LADERA RANCH, Calif. – March 18, 2013 – Strategic Capital Holdings, LLC (SCH) is pleased to announce the addition of Michael Tippner to its marketing team. As vice president of internet marketing, Tippner is responsible for the design, implementation and future strategy of desktop and mobile websites, mobile applications and internet marketing programs for Strategic Storage Trust, Inc. (SSTI), a publicly held REIT targeting the self-storage market, and SmartStop® Self Storage, the retail brand for SCH and SSTI (SmartStopSelfStorage.com).

“Mike is an exceptionally creative individual with over 15 years of experience in a global setting,” said H. Michael Schwartz, president of SCH. “He knows every aspect of marketing and advertising -- from online ad strategy, SEO and web design to highly sophisticated search-engine marketing. We’re thrilled to have someone with Mike’s energy and diverse skills.”

Prior to joining SCH, Tippner was manager of marketing programs and communications for Emerson Embedded Computing and Power in Carlsbad, Calif. Tippner headed up the manufacturing and technology company’s worldwide marketing team, overseeing graphic designers, copywriters, public relations specialists and freelancers, and was accountable for the company’s online and offline marketing collateral development, lead generation campaigns and public relations initiatives.

Tippner designed and developed Emerson Embedded Power’s websites and performed several searchengine optimization and marketing campaigns that increased organic search-engine traffic by 500 percent and sales conversions by 300 percent.

From 2006-07, Tippner was director of marketing for ISD Corporation, where he created and implemented ISD’s brand strategy and identity guidelines. He was publications manager for The Outdoor Channel in 2005-06, and marketing communications manager for Triple Net Properties in Santa Ana, Calif. from 2002-05.

Tippner received a bachelor’s degree in communications and advertising from California State University at Fullerton.

About Strategic Capital Holdings, LLC and Strategic Storage Trust, Inc.

Strategic Capital Holdings, LLC (SCH) is the sponsor of Strategic Storage Trust, Inc. (SSTI). SCH's sponsored programs have a combined portfolio of self-storage facilities which includes approximately 78,000 units and 9.5 million rentable square feet. SSTI is one of five publicly registered self-storage REITs in the United States and is one of the fastest growing self-storage REITs nationwide. The SSTI management team is comprised of industry veterans with extensive institutional experience in the acquisition and property management of self-storage properties. SCH sponsored storage facilities are being branded as SmartStop® Self Storage throughout the country. SSTI's portfolio includes approximately 70,000 self-storage units and 8.8 million rentable square feet of storage space. For more information about SCH or SSTI, please call 949-429-6600 or visit www.StrategicStorageTrust.com

About SmartStop® Self Storage

SmartStop® Self Storage offers affordable, accessible and secure storage space for residential and commercial customers. SmartStop offers secure interior and exterior units as well as outside storage areas for vehicles, RVs and boats. In addition to features such as keypad access, security gates and video surveillance, the facilities also utilize well trained on-site associates to provide customers with the highest standard of service in the industry. To view our properties and locations or to find a nearby storage facility, visit www.smartstopselfstorage.com.

This press release may contain certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements can generally be identified by our use of forward-looking terminology such as "may," "will," "expect," "intend," "anticipate," "estimate," "believe," "continue," or other similar words. Because such statements include risks, uncertainties and contingencies, actual results may differ materially from the expectations, intentions, beliefs, plans or predictions of the future expressed or implied by such forward-looking statements. These risks, uncertainties and contingencies include, but are not limited to: uncertainties relating to changes in general economic and real estate conditions; uncertainties relating to the implementation of our real estate investment strategy; uncertainties relating to financing availability and capital proceeds; uncertainties relating to the closing of property acquisitions; uncertainties relating to the public offering of our common stock; uncertainties related to the timing and availability of distributions; and other risk factors as outlined in the Company's prospectus, as amended from time to time. This is neither an offer nor a solicitation to purchase securities.