



FOR IMMEDIATE RELEASE

STRATEGIC CAPITAL HOLDINGS LLC 4TH ANNUAL SELF STORAGE SYMPOSIUM FOCUSES ON REDEFINING CORE REAL ESTATE

LAS VEGAS — September 29, 2010 – Investors would be wise to add self storage to their core real estate asset mix of essential building blocks for balanced and successful portfolios, according to H. Michael Schwartz, chairman and CEO of Strategic Capital Holdings, LLC (SCH), who spoke this week at the Self Storage Symposium in Las Vegas.

“A relatively new industry in terms of investment, self storage has matured to the point that even the Federal Reserve has recognized it as a core asset by allowing self-storage properties to be leveraged in single-sponsor, TALF-eligible CMBS transactions,” said Schwartz to an audience of more than 80 financial and business executives. “This asset class is defined by steady cash flows, a low break-even point, minimal capital expenditures and no tenant improvements or leasing commissions. In addition, self-storage market conditions remain fundamentally stable suggesting it is to a large degree recession resistant.”

The event, presented by SCH, the sponsor of Strategic Storage Trust, Inc. (SSTI) - a publicly registered (\$1 billion of common stock registered) non-traded REIT was held at The Four Seasons in Las Vegas. SSTI is the first and only non-traded REIT focusing on the acquisition of self-storage properties.

The audience also heard from a number of industry experts including Herb Meyer, Former Vice Chairman of the U.S. National Intelligence Council who briefed financial executives on key political and economic trends throughout the world; R. Christian Sonne, Managing Director of Cushman & Wakefield’s Self Storage Industry Group who discussed the strength of the self storage industry; Kevin Gannon, Managing Director of Robert A. Stanger & Company who discussed the non-traded REIT marketplace and Eric Tupler, Vice Chairman of CBRE/Capital Markets who highlighted today’s challenging debt markets.

Schwartz founded SCH back in July 2004. In just six years, he has amassed a portfolio of more than 6.3 million square feet of commercial real estate with a combined market value of more than \$685 million. SCH and SSTI’s combined portfolio offers 57 self-storage facilities stretching across 16 states (Alabama, Arizona, California, Florida, Georgia, Hawaii, Kentucky, Mississippi, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas and Virginia).

About Strategic Capital Holdings LLC

Strategic Capital Holdings LLC (SCH) manages a growing portfolio of over 6.3 million square feet of commercial properties, including 4.9 million square feet of self storage facilities, with a combined market value of over \$685 million. SCH is the sponsor of the first and only public, non-traded REIT focused on self storage, Strategic Storage Trust, Inc. (SSTI) For more information, call 949-429-6600 or visit the SCH self storage rental website 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.