



FOR IMMEDIATE RELEASE

STRATEGIC STORAGE TRUST, INC (SSTI) UNDERGOES NATIONAL RE-BRANDING INITIATIVE

**The Sponsor of SSTI – Strategic Capital Holdings, LLC – Becomes One of the Top 25
Operators in the Nation**

LADERA RANCH, Calif. -- November 16, 2009 -- In an effort to unify and establish a national brand, Strategic Storage Trust, Inc. (SSTI) recently launched a major re-branding campaign resulting in a powerful message touting world-class service with a national reach and neighborhood touch. SSTI's portfolio includes 24 properties located in 13 states, which will be re-named SmartStopSM Self Storage. [Click here](#) to experience our new brand.

“Our goal for this new brand is three-fold: To deliver a personalized touch by setting new customer service standards in the industry; second – to offer innovative services and advanced technologies and three – to help keep our communities healthy by dedicating our time to community outreach and involvement,” said H. Michael Schwartz, SSTI's chairman and CEO. “SmartStopSM Self Storage has a national footprint but we think locally, more like a neighborhood family business.”

According to Schwartz, SSTI decided to launch this new re-branding effort today due to its continuously expanding portfolio and national presence. The goal is to re-brand all properties with the name SmartStopSM Self Storage in the near future.

SSTI has properties located in Georgia, Mississippi, Florida, Virginia, New Jersey, Kentucky, Alabama, Arizona, California, Nevada, Texas, South Carolina and Tennessee.

About Strategic Storage Trust, Inc.

SSTI is a publicly registered (\$1 billion of common stock registered) non-traded REIT with a portfolio that currently includes approximately 16,375 self storage units and 2.2 million rentable square feet of storage space. SSTI's sponsor is Strategic Capital Holdings, which manages a growing portfolio of over 5.7 million square feet of commercial properties, including 4.1 million square feet of self storage facilities, with a combined market value of over \$622 million. For more information about SSTI, please call 949-429-6600 or visit www.strategicstoragetrust.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 SSTI's prospectus, as amended from time to time. This is neither an offer nor a solicitation to purchase securities.