



FOR IMMEDIATE RELEASE

STRATEGIC STORAGE TRUST EXPANDS CALL CENTER WITH OPENTECH ALLIANCE

LADERA RANCH, Calif. —October 12th, 2010 - Strategic Storage Trust, Inc. (SSTI) – a publicly registered non-traded REIT targeting the self storage market – recently selected OpenTech Alliance’s INSOMNIAC Live! to handle its growing call center operations. OpenTech is a leading developer of innovative solutions that help self storage business owners extend their business hours.

INSOMNIAC Live! will handle calls received after normal business hours and surplus calls for the national self storage operator that offers a portfolio with 57 facilities spanning 16 states under the SmartStopSM brand.

Sales and service experts will be working seamlessly with SSTI’s operations team and property managers to ensure every phone call made to one of their properties is answered immediately and the caller has a positive experience.

“A lot of our business is initiated over the phone, so we felt it was critical to find the best call center in the industry to be our partner,” said H. Michael Schwartz, SSTI’s chairman and CEO. “We found the OpenTech team to have superior knowledge of the self storage business, the most advanced technology and the highest quality of agents. In addition, we felt that their commitment to transparency made them the kind of company we could trust as a long-term partner.”

OpenTech’s LiveAgent! technology platform will access SSTI’s property management system and other information such as Google mapping and directions, competitive differentiators and more.

“We are very proud to have been selected to be Strategic’s partner,” stated Robert A. Chiti, president and CEO of OpenTech Alliance, Inc. “During our evaluation of SSTI, we had the chance to learn a lot about the company’s management team’s experience, how they think and where they are headed. We are excited to have the opportunity to contribute to their success and growth.”

The experienced staff of INSOMNIAC Live! was another draw for SSTI as its knowledge and level of professionalism represents the best in its industry.

“INSOMNIAC was the most qualified of all the candidates we looked at to operate our call center,” said Senior Vice President of Self Storage Operations for SSTI -Robert Cerrone. “Everything from their skills in handling calls, experienced staff and technical platform met our demands for this key role to our business. As part of our operation, they are prepared to represent us with the high standards we’re known for.”

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 24,500 self storage units and 3.0 million rentable square feet of storage space. SSTI’s sponsor is Strategic Capital Holdings, which 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. For more information about SSTI, please call 949-429-6600 or visit www.strategicstoragetrust.com.

About OpenTech Alliance, Inc.

OpenTech Alliance, Inc. is the leading developer of innovative solutions that help self storage business owners extend their business hours and offer increased flexibility and convenience to their customers. These solutions include seven models of INSOMNIAC kiosks ranging from \$9,000 to \$18,000, the INSOMNIAC Live! call center and the INSOMNIAC Self Storage Network for online storage reservations. OpenTech’s products and services improve customer convenience, reduce operating costs and increase revenues for self-storage facilities. For more information or to see an online demo, please visit www.opentechalliance.com or call (602) 749-9370.

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.