



FOR IMMEDIATE RELEASE

STRATEGIC STORAGE TRUST, INC. AND STRATEGIC CAPITAL HOLDINGS LLC UNVEILS NEW RE-BRANDED RETAIL WEBSITE

www.smartstopselfstorage.com Focuses on Superior Customer Service and Great Value

LADERA RANCH, Calif. – September 3, 2010 - In its latest effort to establish a national brand for its self-storage properties under the SmartStopSM name, Strategic Storage Trust, Inc. (SSTI) has established a new retail website at www.smartstopselfstorage.com.

The rebranded site, which replaces www.strategicselfstorage.com, is exclusively devoted to the SmartStopSM brand, which represents world-class service with a national reach and neighborhood touch.

Strategic Capital Holdings LLC, the sponsor of SSTI, now manages 57 self-storage facilities stretching across 16 states, including those owned by SSTI - a \$1 billion publicly registered, non-traded REIT. All properties eventually will be renamed SmartStopSM Self Storage.

“As we continue to expand our self-storage portfolio, our SmartStopSM brand will be recognized as a top tier storage company with unparalleled customer service, value and integrity,” said H. Michael Schwartz, SSTI’s chairman and CEO. “Our retail website sets a new standard in the industry – offering innovative services and advanced technologies coupled with personalized and friendly service.”

Besides promoting and renting the units, the SmartStopSM website provides consumers a moving checklist, planning timetable, packing and storage tips and a list of supplies. Also - SSTI is offering a website self storage promotion: “one month storage rental for only \$1.”

According to Michele Cataldo, SSTI’s marketing director and creator of the new re-branded website, the company wanted to provide its customers with a site that is easy to navigate, user-friendly, clean and crisp, and above all – offers self storage units at a great value.

The combined portfolio offers self-storage facilities located in Alabama, Arizona, California, Florida, Georgia, Hawaii, Kentucky, Mississippi, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas and Virginia.

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 SCH, which manages a growing portfolio of over 6.3 million square feet of commercial properties, including 4.6 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.

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.