

## SELFSTORAGE.COM TEAMS UP WITH SPAREFOOT.COM TO CHANGE THE WAY CONSUMERS SHOP FOR STORAGE ONLINE

### New Strategic Partnership Between SelfStorage.com and SpareFoot.com Revolutionizes Online Self-Storage Comparison and Booking

**Austin, TX – August 24, 2010** – SpareFoot.com and SelfStorage.com announced today a ground-breaking deal in the [self storage](#) industry. With the goal of dramatically increasing the number of new tenants sourced through SelfStorage.com, SpareFoot is taking over all aspects of the site's storage rentals operation. In parallel, SelfStorage.com LLC's founders will be building out new tools and content for [storage facility](#) owners, vendors, and brokers.

The deal combines the self storage industry's most relevant domain name with SpareFoot's industry-leading technology and fulfillment platform, creating the *#1 [comparison website for self storage](#)*. SelfStorage.com now allows consumers to comparison shop for a storage unit the same way they shop for airplane tickets or hotel rooms on leading travel aggregators. SpareFoot began converting SelfStorage.com to its pay-for-performance model in July and expects the comprehensive overhaul to be completed very soon. Major website and marketing enhancements are also already underway to dramatically increase tenant volume delivered to clients in the next 6-12 months.

"This is a game-changing development in our industry," said SpareFoot CEO Chuck Gordon. "The day we went live with SelfStorage.com, we became the largest source of new storage tenants online. By combining SelfStorage.com with our existing network of sites and partnerships, SpareFoot now has more consumer traffic and more fully integrated facility clients than all the other storage aggregators. Our mission is to make storage more accessible to more tenants than ever before, and this deal is a huge step toward that goal."

Michael McCune, founder of SelfStorage.com LLC, is a 30-year veteran of the storage industry. "After meeting the SpareFoot team and watching their technology in action, it became clear that we needed to work together. By combining our URL and industry expertise with SpareFoot's platform, we're creating the premiere site for the storage industry. SelfStorage.com is the source for 'everything self storage'."

To learn more about SpareFoot and get new tenants from SelfStorage.com, please contact SpareFoot at (512) 705-6208 or email [sales@sparefoot.com](mailto:sales@sparefoot.com).

#### About SpareFoot

SpareFoot is [an online marketplace for self storage](#). With more than 5,000 self storage listings nationwide, SpareFoot brings consumers a true comparison shopping experience

to find the perfect storage unit. SpareFoot enables storage operators to increase occupancy by generating new tenants online with an entirely pay-for-performance model. For more information about SpareFoot, call (512) 705-6208 or visit [www.sparefoot.com](http://www.sparefoot.com).

**About SelfStorage.com LLC**

Founded in 1996, SelfStorage.com LLC is a pioneer in the online self storage industry. SelfStorage.com LLC is drawing on 20 years of real world self storage experience to establish the premiere resource for self storage facility owners. Storage operators will have access to videos, photos and articles from the top vendors in the industry. For more information about SelfStorage.com LLC call [\(888\) 414-7871](tel:8884147871) or visit [www.selfstorage.com](http://www.selfstorage.com).