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## **SMARTBOX Portable Storage to Re-brand Big Box Storage Locations**

**Recently Acquired Big Box locations to become SMARTBOX**

**RICHMOND, Va., May 20, 2010** – SMARTBOX, a leading portable storage and moving company, today announces a re-branding initiative that will convert its Big Box branded locations to the SMARTBOX brand to solidify its national presence as the No. 2 portable storage provider in the U.S.

SMARTBOX acquired the Big Box brand in 2009 to enhance its West Coast presence. The initial locations to be re-branded will be Phoenix, Seattle, Las Vegas, Portland, Ore., and the New York City metropolitan area. SMARTBOX, named to the “Franchise 50” by the *Franchise Business Review*, currently operates throughout the United States from Miami to Seattle and Los Angeles to Chicago.

The rebranding effort will also benefit customers using SMARTBOX’s unique interstate moving services, which operates in over 100 metro areas in the United States and serving almost 65 percent of the U.S. population.

“Our Big Box Storage franchises have done a great job building their businesses in their local markets. By moving to the SMARTBOX brand, these franchises will be able to improve marketing opportunities and customer acquisition for all of our franchises.” SMARTBOX CEO Bryan Bostic said. “Existing customers will continue to do business as usual with their current SMARTBOX or Big Box Storage franchise and will be able to take advantage of long-distance moves to almost anywhere in the country. The only thing that has changed is the name. Our commitment to quality customer service remains the same.”

SMARTBOX, founded in 2003, offers individuals and businesses affordable and convenient storage and moving solutions. Customers contact the company, which then delivers its “smart” sized storage containers directly to their door. Users pack their boxes according to their schedules, and when finished, they can either keep the boxes at their existing site or call SMARTBOX to pick them up for storage at their secure storage centers or delivery to another location – across town or across the country.

“The beauty is that we simplify the moving and storage process while providing an affordable and convenient solution for the consumer,” Bostic said. “Homeowners and businesses alike can take advantage of an efficiently sized portable storage unit that allows them to better match their storage requirements with the storage that they pay for.”

The boxes are 8 feet long, 7 feet tall and 5 feet wide and designed to hold the contents of one to 1½ rooms (3,000-pound capacity). They’re made of wood, which helps protect stored items from changes in temperature and humidity, and are protected by a weather-tight vinyl cover that protects the box and its contents from weather damage. The size of the box is designed to help users compartmentalize, allowing them to pack garage items like separate from living room furniture.

Initial rebranding will be completed in the next 90 days and all locations are expected to be converted by the end of the year.

### **About SMARTBOX**

*SMARTBOX is a leader in the portable self-storage industry, offering individuals and businesses affordable and convenient storage and local and long-distance moving solutions. Based in Richmond, Va., SMARTBOX services nearly 100 million people in 43 markets throughout the United States. SMARTBOX also can handle long-distance moves to over 100 major metropolitan areas serving more than 250 million people. For a complete list of locations, please visit [www.smartboxusa.com](http://www.smartboxusa.com).*

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