



Self-storage company looks to Warbasse Design to communicate their brand and message online

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Media firm encourages US Storage Centers' clients to discover the benefits of online services.

PR9.NET March 15, 2007 - Santa Monica, CA – To encourage clients to use the internet as a two-way source of information, US Storage Centers has engaged multimedia firm Warbasse Design to identify their clients' storage and customer service needs and redesign the company website based on that information. With a goal of creating a usable and compelling experience for all US Storage Centers clients, the redesigned website will focus on facilitating client relations and providing up to date information.

Known as "America's favorite storage facilities," US Storage Centers is a part of a large group of storage centers with several locations throughout California, Connecticut, Florida and New Jersey. US Storage Centers provides access to their facilities seven days a week in a clean, well-lit environment with state of the art security systems to ensure that clients' property is under constant protection. With an emphasis on providing affordable storage facilities and the extra conveniences that storage seekers appreciate, US Storage Centers is banking on the idea that the newly designed website will facilitate the most important aspect of US Storage Centers' offerings: customer service.

"We are known for great customer service and we want to translate that into an easy to use website that will help clients interact with us at the speed of the internet," says Daniel Press—Marketing Director, US Storage Centers. With their number one priority to "make customers feel comfortable and ecstatic with their facility," the US Storage Centers website will feature periodic discount specials and all storage pricing information. The site will also include the ability to make regular payments and rent space, based on each location, order boxes of all sizes for packaging needs as well as download a media kit to facilitate investor relations.

Philip Warbasse, CEO—Warbasse Design, explains the importance of maintaining the integrity of the US Storage Centers' current positive image as a safe and friendly storage facility when redesigning the website. "It is important that the look and feel of the brand be integrated into the look and feel of the new website, yet still reflect the attributes and values recognized by the current audience," says Warbasse.

By communicating the original brand identity of US Storage Centers through a redesigned and more user-friendly website, Warbasse Design is able to provide US Storage Centers clients with an accessible online experience from their "favorite neighborhood storage facility" starting in April 2007.

For more information about US Storage Centers, visit <http://www.usstoragecenters.com>. For more information about Warbasse Design, visit <http://www.warbassedesign.com>.

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About US Storage Centers

US Storage Centers is the self-storage division of Westport Properties, Inc, a construction, development, asset management and owner/operator of 35 self storage facilities in four states. Westport currently manages over 2,000,000 square feet, or 22,000 units, in California, Connecticut, Florida and New Jersey and is pursuing further opportunities.

About Warbasse Design

At Warbasse Design, our core objective is to help our clients become better known and better understood through the development and deployment of robust online services and media public relations. Founded in 2000 by Philip Warbasse, today our team of designers, developers, illustrators and creative professionals help businesses with varying goals and budgets leverage their investment on the world wide web and various media outlets by creating a holistic approach to their web design, public relations and marketing requirements. For additional information relating online or media PR, visit www.warbassedesign.com, email Katie Doling-Bastianelli at katie@bonovoxpr.com or call 310.883.4258.

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