



Morningstar Mini-Storage Launches New Web Site

CHARLOTTE, N.C., MAY 26, 2009 -- Morningstar Mini-Storage has launched a redesigned Web site at morningstarstorage.com. The site offers improvements that will make it easy for customers to locate, rent and manage their self-storage units.

An interactive map makes it simple for customers to find a convenient location either by clicking on the map or by entering their city, state or zip code into a search form. Once they have identified their nearest Morningstar Mini-Storage location, they can click through to learn details about that facility, including hours, features and rental specials, as well as view its location on a Google street map. Users can quickly compare pricing for the various available storage units and reserve a unit directly from the Web site. The secure e-commerce feature allows tenants to make rent payments directly through the Web site.

A carryover from the previous site is an artist's depiction of the signature Morningstar Mini-Storage reader board, which posts amusing or topical messages on the signs outside Morningstar facilities and on the Web site.

The new site gives Morningstar staff access to the site's administrative back-end, allowing them to easily manage the site's content and keep the site up to date. Morningstar staff can quickly make changes in-house, such as updating pricing, availability and other information and changing the message on the online reader board, without any time delay caused by relying on an outside company.

"We think our current and future customers will be very pleased with the increased information and functionality they'll find on our updated site," said Dave Benson. "Many customers now expect to conduct business fully online and our new site offers them the ability to do that. The Web site adds an extra component to the top-rated service our customers have always received in our stores and by telephone. Plus, with our firm's rapid expansion, the simple content management system allows us to keep the site updated with the latest information about new facilities and changes to existing facilities."

The site incorporates Morningstar Mini-Storage's updated brand standards and includes professional renderings of many of the company's self-storage facilities. The Web site and brand standards were developed by Burke Communications of Charlotte, N.C., a full-service advertising agency experienced in branding and Internet marketing.

About Morningstar Properties, LLC

Morningstar is a vertically integrated developer, builder and operator of specialty real estate across the Southeast. Since its 1981 founding in Matthews, N.C., Morningstar has developed and operated over 100 self-storage projects totaling almost nine million square feet in area and is the premier developer of modern, high-quality storage properties in the Southeast. The company currently owns or operates 36 self-storage facilities totaling over 2.5 million square feet and 9 marinas in the mid-Atlantic and Southeast. Morningstar has won numerous awards for its high-quality storage facilities, and is consistently recognized as an industry innovator. See more about Morningstar at www.mstarproperties.com. Information is available about Morningstar Marinas at www.morningstarmarinas.com and about Morningstar Mini-Storage at www.morningstarstorage.com.

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