

Storitz™ Inc., Nation's First Rental and Comparison Shopping Self-Storage Marketplace, Debuts...

Storitz™ Inc. (<http://www.storitz.com>) is proud to debut the launch of its online video and social media campaign, "Eat Pray Store."

Los Angeles, CA (prHWY.com) December 27, 2010 - As consumers prepare to relive the adventure of examining their own lives in a new way through the cinematic experience of "Eat Pray Love" in its home entertainment release, Storitz™ Inc. (<http://www.storitz.com>) is proud to debut the launch of its online video, "Eat Pray Store." Coupled with an aggressive social media campaign, the video engages online users through a tongue-in-cheek twist on what it really takes to embark on the journey of a lifetime: self-storage.

Available on Storitz (<http://storitz.com>) and Storitz's YouTube channel (youtube.com/storitzdotcom), the video features an actress parodying Julia Roberts in her role as Elizabeth Gilbert, fantasizing about leaving her current reality to take an epic travel adventure around the world. Mr. Storitz quickly sets her on the right track by reminding her that before she can leave her current existence behind, she must find a storage solution for her belongings.

Enabling the video to gain further traction online, Storitz is hosting a social media campaign. Now through December 31, 2010, consumers are invited to post their stories about upcoming "Eat Pray Store"-style adventures on the Storitz Facebook page (<http://www.facebook.com/storitz>) and on Twitter <http://twitter.com/storitzdotcom> by tagging the post #EatPrayStore. One person will be selected to receive a Storitz Flip Video™ camera to bring on his or her own grand adventure.

According to Chief Executive Officer Adrian Comstock, "Storitz has made a commitment to provide a rich comparison shopping experience for storage consumers, and at the same time create an effective Internet marketing channel for self-storage property owners and operators. Through viral campaigns such as 'Eat Pray Store,' we are able to engage consumers and further drive awareness of our site, while at the same time bringing fun into the self-storage industry. 'Eat Pray Store' is our second video campaign, having previously parodied celebrity scandals and the need for storage, featuring newsmakers such as Lindsay Lohan and Tiger Woods."

The theme for this particular campaign was inspired by the film "Eat Pray Love." One scene in the movie shows Julia Roberts' character packing up her belongings and placing them in self-storage. This week, Sony Pictures Home Entertainment is releasing the movie on Blu-ray™ and DVD. Comstock adds, "We wanted to encourage people to live out their own grand adventures and remind them that we are the go-to place for self-storage."

The managers and owners of storage facilities also see a strong connection between storage and the theme of the movie. Mark Beck, Operations Manager of StorQuest Self Storage, which is a company with 46 facilities in 4 states, says, "Within our facilities, we have quite a number of people who anecdotally tell us about their storage rental needs. I would estimate that every day our facilities rent units to customers who are gearing up for a great life experience such as an extended trip to another part of the world. We're here to make the transition as seamless as possible for them."

When asked about other people's needs for storage, Comstock added, "In all seriousness, it also speaks to some of the most compelling times of need for self-storage, such as divorce, going to jail, or leaving the country."

Mike Amster, Chief Technology Officer of Storitz, who has overseen the design and development of the site states, "When you have these storage needs, you spend your time taking care of first priorities. Finding storage is about convenience, speed and content." Storitz is launching its new homepage design this week. It continues to provide great value to consumers and its self-storage operator clients, by enabling them to show off their properties through the rich detail pages that include photo galleries, useful property-feature icons, and bulleted lists of the three most important types of information to a storage consumer: security, convenience and amenities.

Storitz.com is currently renting units for thousands of self-storage properties, and has plans to add thousands more in the coming months. Comstock says, "Storitz is seeing double-digit percentage increases in consumer visitors to its site month over month, and we see this trend continuing well into 2011."

About Storitz

You want to find storage but don't want to hassle with calling storage managers and hopping from Website to Website? Welcome to Storitz, where you get the best prices, no hassle, no added fees, guaranteed. Click. Store. Done. Visit <http://www.storitz.com> for more information.

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Web Site: <http://www.storitz.com>

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