



**INSOMNIAC™**  
The self-storage kiosk.

**Press Release**

## **Simply Self Storage Places INSOMNIACs in Malls**

### **Innovative Approach to Customer Acquisition Uses Self-Service Kiosks**

PHOENIX, Arizona – July 26, 2007 – OpenTech Alliance, Inc. today announced OB Companies/Simply Self Storage is taking an innovative approach to customer acquisition and placing INSOMNIAC™ kiosks in several shopping malls across the country. The kiosks have been specially designed in conjunction with Simply Self Storage and will feature eye-catching signage to draw consumers to the self-service kiosk.

Simply Self Storage's first INSOMNIAC kiosk was installed this month at its brand new state-of-the-art facility featuring three stories of heated and cooled units at University Mall in Pensacola, Florida. The second kiosk will be installed in August inside Castleton Square mall in Indianapolis, Indiana where Simply Self Storage is just finishing up completion of its newest facility. Both self-storage facilities are located adjacent to the malls and are joint ventures with Simon Property Group [NYSE: SPG], an S&P 500 company and the largest publicly-traded U.S. real estate company.

“We believe shop owners and mall visitors alike will enjoy the self-service convenience of being able to rent storage units using INSOMNIAC,” stated Kerry Richard, Vice President of Operations for OB Companies/Simply Self Storage. “We see locating INSOMNIAC kiosks inside malls as a key ingredient to our success in capturing new customers for our mall storage properties. We’ve been really impressed with INSOMNIAC and the OpenTech team and look forward to using the kiosk at other properties in our ever-expanding portfolio.”

OB Companies/Simply Self Storage has jumped into the lead as the largest privately owned self storage company in the United States and Puerto Rico by developing and acquiring facilities at an amazing pace. The company owns and/or operates over 200 facilities with over 14.3 million square feet of storage space.

“We’re excited to be working with such an ambitious organization and helping them implement their innovative idea of linking self storage with retail malls,” said Mike Connolly, Executive Vice President of Corporate Development for OpenTech. “We’re sure Simply Self Storage is going to be successful in their latest endeavor and are thrilled to be providing some of the underlying technology to make their success possible.”

OpenTech Alliance, Inc. is the leading developer of self-storage kiosks. Its INSOMNIAC line of self-storage kiosks improves customer convenience, reduces operating costs and increases revenues for self-storage facilities. For more information or to see an online demo, please visit [www.opentechalliance.com](http://www.opentechalliance.com) or call (602) 749-9370.

For further information on OB Companies/Simply Self Storage, please contact Jessica Wolf at [JWolf@obcompanies.com](mailto:JWolf@obcompanies.com).

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