



Mobile Mini Finalizes Rebrand; Launching New Website

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PHOENIX--(BUSINESS WIRE)--Sep. 20, 2017-- Mobile Mini, Inc. (NASDAQ GS:MINI) (the “Company” or “Mobile Mini”), the world’s leading supplier of portable storage and a leading provider of specialty containment solutions in the United States, today announced the launch of a new website finalizing the “Mobile Mini Solutions” brand consolidation that began in February.

“We invite you to visit our site as it reflects our brand strategy and underscores our continued investment in technology,” said Erik Olsson, Chief Executive Officer. “This site ensures our customers have 24/7, easy access across all devices to our products, services, and local support.”

Built on one of the most scalable and responsive platforms, the site consolidates the specialty containment and portable storage businesses to better leverage Mobile Mini’s 30-year history and geographic footprint. Improved navigation, greater functionality, and robust content, work together to showcase Mobile Mini’s capabilities across a wide range of sectors.

“We are committed to being the easiest company to do business with in the industry,” remarked Olsson. “With a focus on local service, the site serves to maximize our local market presence, giving customers easy access to our branches, while highlighting our culture of community giving.”

Additionally, the investor relations functionality and content have been enhanced to enable current and potential shareholders and analysts to better evaluate the investment merits of the Company. Together with **MM Connect**[™] Mobile Mini’s new customer portal launched in June, the site realizes the vision set forth with the rebrand to deliver a seamless customer experience—online and off.

About Mobile Mini, Inc.

Mobile Mini, Inc. is the world’s leading provider of portable storage solutions through its total rental fleet of approximately 210,900 storage solutions containers and office units and a leading provider of tank and pump solutions in the U.S., with a rental fleet of approximately 12,000 units. Mobile Mini’s network is comprised of 156 locations in the U.S., U.K., and Canada. Mobile Mini is included on the Russell 2000[®] and 3000[®] Indexes and the S&P Small Cap Index. For more information visit www.mobilemini.com.

This news release contains forward-looking statements, including, but not limited to, our expectations regarding our ability to execute our strategic plan, generate free cash flow, growth and profitability, and creating long-term shareholder value, which involve risks and uncertainties that could cause actual results to differ materially from those currently anticipated. Risks and uncertainties that may affect future results include those that are described from time to time in the Company’s SEC filings. These forward-looking statements represent the judgment of the Company, as of the date of this release, and Mobile Mini disclaims any intent or obligation to update forward-looking statements.



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