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Mobile Mini Announces Rebrand

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PHOENIX--(BUSINESS WIRE)--Feb. 28, 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, announces the rebranding of its Evergreen Tank Solutions (ETS) and Water Movers Inc. (WMI) businesses under one family of brands with the Company's portable storage business. The Company's specialty containment business will be known as "Mobile Mini Tank + Pump Solutions," while the portable storage business will be branded as "Mobile Mini Storage Solutions" and together will be "Mobile Mini Solutions".

"We are excited to announce this update to our long-term branding strategy that highlights the company-wide alignment of our core values and product offering," said Erik Olsson, Chief Executive Officer. "At Mobile Mini we are one team, committed to being the provider of choice to our customers."

With a geographic footprint covering most major metropolitan areas in the U.S. and U.K., the rebranding is intended to leverage the reputation Mobile Mini has established over the course of more than 30 years as a leading provider of portable storage solutions. In addition, co-branding will communicate to Mobile Mini's customers that the Company offers a diversified portfolio of products, with consistent quality and world-class service.

Concentrated in the Gulf Coast area of the U.S., ETS and WMI have a total of 19 stand alone branches and 14 branches that operate together with Mobile Mini's portable storage business. This rebranding is expected to drive the geographic expansion of the tank and pump businesses.

"Bringing our unique product expertise into one family of brands highlights to our customers that we offer a total solutions package, further positions all our business units for continued long-term success and promotes internal cohesiveness," stated Justin Romero, Senior Vice President, Specialty Division.

One of the major components of the rebranding will be the consolidation of three separate websites into one site in 2017. The newly rebranded organization will also be unveiling one new logo that preserves the identity of each company's product offerings and services.

About Mobile Mini, Inc.

Mobile Mini, Inc. is the world's leading provider of portable storage solutions. 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.

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