



FOR IMMEDIATE RELEASE

Four Time Grammy Winning Group Boyz II Men joins the star line-up at the Orange Drive Miami Beach Music Festival 2011-2012

Taking place on South Beach, this New Year's Festival is one not to be missed

NEW YORK – November 8, 2011 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, announced today the addition of Boyz II Men to the star studded line-up of the 2nd annual Orange Drive Miami Beach Music Festival. The festival which will take place from December 30th through January 1st offers locals and tourists the unique opportunity to be part of the largest New Year's Eve beach festival in the world.

The three day event on the sands of Ocean Drive (between 7th and 9th), already announced Ne-Yo, Cee Lo Green, Pete Wentz and Jermaine Dupri as part of their line-up. These performers will be joined by DJ Samantha Ronson and Miami's DJ Irie.

Boyz II Men is the most successful R&B group of all time, having sold more than 60 million albums worldwide. They recently announced a planned Boyz II Men 20th anniversary album, aptly named *Twenty*, scheduled for release late 2011. *Twenty* is the group's fourth release through MSM Music Group and will feature a double CD album, 13 new material songs and 8 rerecorded Boyz II Men classics.

"Boyz II Men is a great addition to the artist line-up. Orange Drive Miami Beach Music Festival will provide attendees a unique arena to celebrate an unbelievable New Year's Eve celebration," said Gary Cioffi, CEO of Union Square Agency. "Stay tuned as we will continue to announce more artists between now and mid-December."

Orange Drive expects to welcome an estimated 100,000 visitors. A state of the art amphitheater will be constructed on the sand which can hold up to 30,000 party goers each night. Tickets for Orange Drive are on sale at Ticketmaster.com and available via Ticketmaster nationwide.

For more information visit www.orangedr.com. Become a fan on Facebook at Orange Drive or follow us on Twitter @OrangeDriveFest.

About Union Square Agency:

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries Union Square Licensing and Union Square Media, is a NY based company that provides 360 degree strategic marketing and sales solutions. Core strengths include: Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to connect brands, fans and media); Film & Television Production; Brand Strategy; Event

Production and Fulfillment; Sponsorship and Event Based Activation; Strategic Consultation; Hospitality Programs; Licensing. www.unionsqagency.com.

Safe Harbor of the 1995 Private Securities Litigation Reform Act. Statements that are not historical facts contained in this press release are forward looking statements involving a number of known and unknown risks, uncertainties and other factors, which are difficult or impossible to predict, are beyond the control of the Company and may cause the actual results, performance or achievements of the Company to be materially different from those implied by such forward looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of the statement.

-30-

Media Contact:

Maria Lanao
Levy Communications
305.592.5389 X 104
786.514.0301
maria@levyad.com