



FOR IMMEDIATE RELEASE

USSE and WEATHERPROOF® Team Up For “Coats for Clunkers” Campaign

New York Cares Coat Drive Increases Collection by over 300%

New York, February 2010 - As “Cash for Clunkers” gave consumers money back for their used cars to stimulate the economy, “Coats for Clunkers” gave people \$100 towards the purchase of a new Weatherproof® coat when donating a used coat to New York Cares coat drive this past December. Union Square Sports and Entertainment (USSE - Pink OTC Symbol: UCRP) and Weatherproof® worked together on the development of the campaign which was instrumental in increasing the amount of coats New York Cares normally would have received by over 300% during the “Coats for Clunkers” three day run.

In cooperation with Weatherproof®, USSE delivered numerous New York media outlets that covered the “Coats for Clunkers” campaign from Dec. 14-16th. As a result of the success of the program, Weatherproof® and New York Cares extended “Coats for Clunkers” until the end of December. The \$100 voucher can be applied to coats at www.coatsforclunkers.com with no time limitation.

“USSE was able to deliver the results for the “Coats for Clunkers” promotion that made the program desirable for all parties involved. As a result of the media generated and the kind, generous reception by New Yorkers, the promotion was extended. USSE was very strategic and creative in presenting this valuable cause to the New York media”, said Allen Cohen, Director of Public Relations for Weatherproof®.

“We look forward to a long relationship with Weatherproof® supporting their marketing communications efforts, as well as their philanthropic endeavors” said Ed Manetta, Executive Producer Integrated Media, Union Square Sports and Entertainment.

About USSE Corp

USSE Corp (Pink OTC Symbol: UCRP) and its wholly owned subsidiary, Union Square Sports and Entertainment is a NY based company that provides strategic and creative marketing and sales solutions. Services include Intellectual Property Development; Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Television Production.
www.ussportsent.com.

About Weatherproof®

Weatherproof® is the leading producer of men’s, women’s and children’s moderately priced fashion outerwear. Started in 1994, Weatherproof® revolutionized the fabric industry in menswear with the introduction of microfiber. Their collections evolved into wools, leathers, microsuedes, faux shearlings and water resistant “ultra-tech” fabrics. The company boasts twelve licenses including pants, hosiery, activewear, hats and gloves.

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