



**FOR IMMEDIATE RELEASE**

**Star of ABC's "Shark Tank", Daymond John will Host Orange Drive  
Miami Beach Music Festival on New Year's Eve**

*Orange Drive will be Nationally Broadcast Live on HDNet*

NEW YORK – December 9, 2011 – Orange Drive, jointly developed by Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, is pleased to announce that business mogul and branding guru Daymond John will host the New Year's Eve show during Orange Drive Miami Beach Music Festival. Co-hosting the evening with Daymond is Lana Taylor and correspondent Katie Daryl.

Orange Drive is a three-day music festival taking place on the sands of Ocean Drive (between 7<sup>th</sup> and 9<sup>th</sup>) and includes performances by Pete Wentz, Ne-Yo, Cee Lo Green, Jermaine Dupri (DJ Set), DJ Samantha Ronson, Miami's very own DJ Irie and more to be announced by December 11<sup>th</sup>. The unbelievable star studded event will also be nationally broadcast live on HDNet. Daymond's marketing and branding agency, Shark Branding, is also a partner for Orange Drive having worked with Union Square Agency to acquire this year's talent line up for the festival.

Over the last 20 years, Daymond John has evolved from a world-renowned fashion icon to one of the most sought after branding experts, marketing consultants and motivational speakers in the business world. As the creator and mastermind of the infamous clothing brand - FUBU, Daymond led the company to over \$6 billion in worldwide sales and helped define a new generation of fashion in pop culture.

In 2009, Daymond joined four other cast members to participate in ABC's entrepreneurial business show, *Shark Tank*. Alongside prominent business executives, Daymond listens to business pitches from everyday people who are hoping to launch their product or company. The panel listens to their pitches, and if they have an interest in that company, they invest their own money and become partners on the project to see it succeed and prosper.

"There will be no better place to ring in the New Year than under the stars and on the beach of Miami with friends and family," says Daymond John. "I'm honored to take the stage with some of the world's biggest names in music and entertainment for such an opulent event!"

A state of the art amphitheater will be constructed on the sand which can hold up to 15,000 party goers each night. Tickets for Orange Drive are on sale through Ticketmaster.com, Facebook and [www.orangedr.com](http://www.orangedr.com) (where you can also find more details on the festival). Become a fan on Facebook at Orange Drive or follow 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](http://www.unionsqagency.com).

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