



**FOR IMMEDIATE RELEASE**

**UNION SQUARE AGENCY ANNOUNCES “FASHION CENTRAL AT VANDERBILT HALL”...A FASHION AND LIFESTYLE PAVILION IN GRAND CENTRAL TERMINAL SEPTEMBER 8<sup>TH</sup>, 9<sup>TH</sup> AND 10<sup>TH</sup>**

**New York, August 26, 2010** - In celebration of September Fashion Week and Fashion’s Night Out, Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) is creating a Pop-Up environment in the historic Vanderbilt Hall at Grand Central Terminal in New York City. The Hall will be transformed into “Fashion Central”, an interactive environment where consumers can experience the excitement of fashion week without an invitation!

Open to the public, the historic Vanderbilt Hall will host a stylish state of the art Pop-Up shopping and experiential pavilion September 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup>. Brands like Conair, Match.com, Amrita Singh and Silhouette Eyewear will be promoting their latest products and features and offering exciting promotional opportunities. Consumers will receive complimentary makeovers and beauty touch ups, mingle with VIP guests making special appearances, receive product samples and enter to win fabulous gift bags and prizes.

The Conair Beauty Patrol will be taping “confessions of bad hair days” from fashionistas attending Fashion Central. The confessions will be posted on [www.conairbeautypatrol.com](http://www.conairbeautypatrol.com) where visitors can vote for the most outstanding submission. The winner will receive an entire wardrobe of the latest Infiniti by Conair styling tools. The first 50 entries will get a sleek wristlet.

Silhouette eyewear will offer abbreviated eyewear makeovers through professional aesthetic consultations complete with cosmetic touches and recommendations on site. While there, enter to win a Silhouette Wellness Package including sunglasses not yet available in the US and exclusive eye-spa gifts. Runway Magazine’s Nole` Marin will be giving styling tips and expert advice on Fall wardrobe essentials.

Lucky attendees will be chosen daily to take home the ultimate fashionista gift bag and prizes from Martin Katz, Judith Ripka, Thompson Hotel Beverly Hills, Casio Baby-G watches, Land’s End, Solstice, Claire Handbags, Conair, Match.com, Amrita Singh, Eucalan, Love Lost and What I Wore,

“Fashion Central” will celebrate the spirit of Fashion Week by bringing consumers and industry insiders to one location. This is not your typical fashion event!

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 strategic and creative marketing and sales solutions. Services include Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to connect brands, fans and media); Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Television & Film Production. [www.unionsqagency.com](http://www.unionsqagency.com).

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