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LIMA AND USSE CORP. LAUNCH "THE LOOP" AT LICENSING INTERNATIONAL EXPO

Dedicated Lifestyle Pavilion to Feature Fresh Brands from IMG Worldwide Licensing

NEW YORK, June 7, 2010 – The International Licensing Industry Merchandisers' Association (LIMA) and USSE Corp., (Union Square)(Pink OTC Symbol: UCRP) today announced that Licensing International Expo, the world's leading marketplace for buying and selling intellectual property rights, has added The Loop as a first time exhibitor. The Loop, a lifestyle pavilion, will come to life at the Mandalay Bay Convention Center in Las Vegas, June 8-10, 2010.

This year The Loop, produced by LIMA and Union Square, will launch with IMG Worldwide Licensing who is representing over 50 top lifestyle brands and properties including the X Games, GNC, PGA TOUR, Chevron/Texaco/Gulf and 24 Hour Fitness.

The Loop was created as an idea incubator, providing dedicated space for lifestyle brands from the fashion, sports, music, culinary and arts industries on the Expo floor. In partnership with LIMA and USSE, exhibitors in The Loop are able explore revenue generating connections for brands that are new to the licensing marketplace. With all of the benefits of the main floor, The Loop is an intimate social environment for people to get inspired, connect and collaborate.

"Our industry is coming to this year's Expo ready to explore new opportunities and establish worthwhile new business connections," said Charles Riotta, President of LIMA. "The Loop provides an opportunity for creative minds from different sectors to exchange ideas and lay the groundwork for successful collaborative ventures.

"The Loop offers a unique, inviting environment to connect with key retail and manufacturing contacts in a brand new setting that provides a VIP experience for our clients and licensing partners. We are excited to be the inaugural anchor tenant to an area within the Licensing Show that caters to celebrity, athlete, fashion and brand licensing," said Tim Rothwell, Executive Vice President and Co-Managing Director of IMG Worldwide Licensing.

Last year's show hosted 400 exhibiting companies, representing more than 7,000 brands and licenses. For information about the show, visit www.licensingexpo.com.

About LIMA

Founded in 1985, LIMA is the worldwide trade organization for the licensing industry. LIMA's main objective is to work together with licensors and licensees for the advancement of professionalism in licensing through research, national and international seminars, trade events and publications. With members in 35 countries, offices in New York, London, Munich, Tokyo, Shanghai and Hong Kong and representatives in Italy, members enjoy access to a wide variety of activities, information and benefits. LIMA is a proud sponsor of the annual Licensing International Expo, Brand Licensing Europe, LiMa Licensing Market (Munich), Day of Licensing (Cologne), Licensing Asia (Tokyo), Shanghai Licensing Pavilion, Dubai Character Fair, Seoul Character Fair and the Hong Kong Licensing Show. In addition, LIMA offers ways to jump start a career in licensing through its Certificate in Licensing Studies (CLS) program, which is the only educational course specifically designed to prepare professionals to succeed in the ever-changing licensing industry, and the *flip* (Future LIMA Industry Professionals) program offering support and networking for industry newcomers. For more information please visit www.licensing.org.

About USSE Corp. (Union Square)

USSE Corp., (Pink OTC Symbol: UCRP) and its wholly owned subsidiary, Union Square 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 Production. **www.ussportsent.com**.

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