



**FOR IMMEDIATE RELEASE**

**USSE CORP. PRODUCES THE 2010 IVY LEAGUE  
WOMEN'S LACROSSE TOURNAMENT CHAMPIONSHIP GAME**

NEW YORK, June 2, 2010 -- USSE Corp., (Union Square)(Pink OTC Symbol: UCRP) was contracted by the Ivy League to produce its women's lacrosse tournament championship game on Sunday May 2, 2010. The game took place at 12 noon EDT, at Franklin Field on the University of Pennsylvania campus and was broadcast in SD on CBS College Sports Network.

The game featured the Penn Quakers (13-3, 7-0 Ivy) hosting the Dartmouth Big Green (12-3, 5-2). While Penn took advantage of early Dartmouth turnovers, the Big Green did rally back to tie the score 7-7, before Penn came away with a hard-fought 9-8 win. The victory gave Penn the Ivy League's automatic bid to the 2010 NCAA Division I Women's Lacrosse Championship.

Union Square executed all elements of this production including all on-site execution, direction and management of the broadcast.

"On behalf of the Ivy League, we were pleased to have Union Square as our production group for our inaugural women's lacrosse tournament championship game. Their expertise in bringing to life events such as this game provided a quality national broadcast for our fans," said Scottie Rodgers, Ivy League Associate Director for Communications.

"Union Square's staff has a proven track record in sports and entertainment television production including the creation of several innovative techniques such as the magazine style format for sports shows." said Ed Manetta, Senior Executive Producer of Integrated Media at Union Square. "We are extremely excited about this collaboration. Producing such a prestigious game is very gratifying. We believe we gave the audience and Ivy League fans an exciting afternoon of action."

About The Ivy League

Founded in 1954, the Ivy League includes Brown, Columbia, Cornell, Harvard, Princeton and Yale Universities, Dartmouth College and the University of Pennsylvania, and provides the country's widest intercollegiate athletic opportunities for both men and women, with over 8,000 athletes competing each year. The Ivy League annually finishes among the top conferences in the National Association of Collegiate Directors of Athletics competitive rankings, and Ivy student-athletes annually compile the country's best records in the NCAA Academic Performance Ratings.

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.

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