



FOR IMMEDIATE RELEASE

Union Square Agency to Produce a NYC Fashion Event for Lincoln

- Honors Accessories Council Members and ACE Awards Winners -

NEW YORK – August 17, 2011 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) announced an agreement with Lincoln, a Ford Motor Company brand to produce a regional based red carpet client event in New York City on September 8, 2011.

The invitation only exclusive event, held on the evening of Fashion's Night Out (the annual global after hours shopping extravaganza) at espace, will directly connect the Lincoln experience to the fashion world as it hosts and honors Accessories Council Members and the ACE Awards winners such as Rebecca Minkoff.

Union Square Agency is tasked to develop and execute every element of the event including theme, invitations, entertainment, collateral material, fashion show, video, post event fulfillment and more. Lincoln vehicles and the My Lincoln Touch technology will be in the spotlight and on display along with a fashion presentation set against the backdrop of DJ Tracy Young's music. Union Square Agency, on behalf of Lincoln, has also developed a corporate partnership with the ACE Awards event on November 7th at Cipriani to further tie the Lincoln brand to the fashion community.

About the Accessories Council

The Accessories Council is a not-for-profit, national advocacy organization established in 1995. Our mission is to stimulate consumer awareness and demand for fashion accessory products. We serve the industry globally which generates over \$30 billion dollars annually in the United States alone. Over the past 5 years, membership has grown to include over 150 corporations representing the world's leading brand names, designers, publications, retailers and associated providers for the accessories, eyewear and footwear industries.

About Union Square Agency

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square Media and Union Square Licensing, is a NY based company that delivers truly integrated, innovative and unparalleled 360 degree solutions with a core focus on blending media, brands, entertainment and consumers into unique business opportunities. Services include Intellectual Property Development; Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Film & Television Production. www.unionsqagency.com

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