



FOR IMMEDIATE RELEASE

**UNION SQUARE LICENSING AND HOT BUTTERED SIGN EXCLUSIVE
NORTH AMERICA LICENSING AGREEMENT**

New York, June 28, 2010 – Union Square Licensing, Inc., a wholly owned subsidiary of USSE Corp., (Union Square) (Pink OTC Symbol: UCRP), has been selected by Hot Buttered USA to be the exclusive North American management and licensing agency for their lifestyle brand Hot Buttered.

Hot Buttered was born out of the mind of legendary Australian surfer, Terry Fitzgerald. Terry wanted to immortalize the surfing lifestyle through art and design, and what better canvass to express the soul of a surfer than on the surfboard. Terry Fitzgerald's dream has evolved into something much bigger. What was once just a surfboard company is now a world-wide surfing lifestyle brand. Originating in Australia, Hot Buttered apparel, accessories, surf boards, sporting goods and retail stores can now be found in Brazil, South America, Japan, Europe and South Africa. And now, the Hot Buttered phenomenon is available in America!

Union Square will be charged with seeking out licensees for a variety of categories including: apparel, accessories, home furnishings, interactive, digital media, publishing, toys and posters.

About USSE Corp.

USSE Corp., (Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square and Union Square Licensing, 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.unionsqagency.com.

Safe Harbor of the 1995 Private Securities Litigation Reform Act. Statements that are not historical facts contained in this press release are forward looking statements involving a number of known and unknown risks, uncertainties and other factors, which are difficult or impossible to predict, are beyond the control of the Company and may cause the actual results, performance or achievements of the Company to be materially different from those implied by such forward looking statements. Readers are cautioned not to place undue reliance on these forward looking statements, which speak only as of the date of the statement.

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