



FOR IMMEDIATE RELEASE

UNION SQUARE LICENSING ANNOUNCES EXCLUSIVE WORLDWIDE LICENSING DEAL WITH MAIN EVENTS BOXING

New York, July 15, 2010 – Union Square Licensing, Inc., a wholly owned subsidiary of USSE Corp., (Union Square) (Pink OTC Symbol: UCRP), has been selected by New Jersey Sports Productions, Inc. to be the exclusive worldwide licensing agency for their brand, Main Events.

Main Events is internationally recognized as one of the top boxing promotional firms in the world. Now in its 32nd year in the boxing business, Main Events has promoted some of the biggest Championship Boxing fights in the history of the sport including: the 1981 "Showdown" between Sugar Ray Leonard and Thomas Hearns, the Lennox Lewis-Mike Tyson world heavyweight championship in 2002, the classic trilogy of fights between Arturo Gatti and Mickey Ward called "The Greatest Event in the History of Sport" as well as many of the most famous fights of Evander Holyfield, Oscar DeLaHoya, Pernell Whitaker, Vinny Pazienza, Ray Mancini, Julio Caesar Chavez and George Foreman.

Union Square will be charged with seeking out licensees for a variety of categories including: apparel, accessories, home furnishings, video games/interactive, digital media, publishing, toys, collectibles 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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