



FOR IMMEDIATE RELEASE

**Cee Lo Green joins the star line-up at the Orange Drive Miami Beach Music Festival
2011-2012**

***Top music artists perform on the sand and under the stars for three days celebrating New Year's
Miami style***

NEW YORK – October 31, 2011 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, announced today the addition of Cee Lo Green to the line-up of the 2nd annual Orange Drive Miami Beach Music Festival. The festival which will take place from December 30th through January 1st offers locals and tourist the unique opportunity to be part of the largest New Year's Eve beach festival in the world.

The festival, which will consist of a three-day event on the sands of Ocean Drive (between 7th and 9th), already announced Pete Wentz, Ne-Yo and Jermaine Dupri as part of their line-up. These performers will be joined by DJ Samantha Ronson and Miami's very own DJ Irie.

Nationally and internationally, Cee Lo is best known for his hip hop work and 2006 worldwide hit *Crazy*, which reached number one in various singles charts worldwide. Most recently, he won a Grammy in the Best Urban / Alternative Performance category. His song *Forget You*, the first single of his latest album *The Lady Killer*, received the same kind of success and has been featured in many Award and TV shows. Cee Lo is currently a vocal coach on the NBC reality talent show *The Voice* with Adam Levine, Christina Aguilera and Blake Shelton.

"Cee Lo Green is the perfect addition to our A-list artist line-up. This year, Orange Drive Miami Beach Music Festival will return to South Beach with a whole new take on a New Year's Eve Celebration," said Gary Cioffi, CEO of Union Square Agency. "We will continue announcing more artists between now and mid-December."

Orange Drive will welcome over 100,000 visitors. A state of the art amphitheater will be constructed and placed on the sand which can hold up to 30,000 party goers each night. Tickets for Orange Drive are on sale and available via Ticketmaster nationwide.

For more information visit www.orangedr.com. Become a fan on Facebook at Orange Drive or follow us on Twitter @OrangeDriveFest.

About Union Square Agency:

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries Union Square Licensing and Union Square Media, is a NY based company that provides 360 degree strategic marketing and sales solutions. Core strengths include: Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to

connect brands, fans and media); Film & Television Production; Brand Strategy; Event Production and Fulfillment; Sponsorship and Event Based Activation; Strategic Consultation; Hospitality Programs; Licensing. www.unionsqagency.com.

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