



ORANGE DRIVE MIAMI BEACH MUSIC FESTIVAL PARTNERS WITH REVERBNATION TO HIGHLIGHT INDEPENDENT MUSICAL TALENT

Opening opportunities for independent artists to perform alongside A-List line up

NEW YORK – November 18, 2011 – Orange Drive, jointly developed by Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, is pleased to announce they have partnered with ReverbNation. This newly formed partnership will provide all interested ReverbNation artists with a unique opportunity to perform on stage next to Grammy-Award winning performers.

ReverbNation is the leading provider of marketing, promotion and social media tools for over 1.8 million artists and music industry professionals. Today marks the opening of submissions for artists hoping to perform at Orange Drive Miami Beach Music Festival this New Year's Eve.

The festival has already announced Ne-Yo, Cee Lo Green, Boyz II Men, Pete Wentz and Jermaine Dupri as part of their New Year's line-up. These performers will be joined by top DJs including Samantha Ronson and Miami's DJ Irie. It will welcome an estimated 100,000 visitors. A state of the art amphitheater holding up to 30,000 party goers each night will be constructed on the sand.

Submissions are accepted online through <http://ar.gy/l05>. One ReverbNation artist/band will be selected to perform on the Orange Drive Miami Beach Music Festival main stage. The artist or band will also receive 6 three day festival passes.

"The partnership with ReverbNation and their amazing roster of bands is a huge step forward for Orange Drive. We are thrilled to add another great performing group to the Orange Drive talent roster," states Shawn Garrity, President of Union Square Agency.

"We're very excited to provide such a unique and exciting opportunity to our artists," said Howard Han with ReverbNation's live group. "Orange Drive, produced by the Union Square Agency, enables ReverbNation artists to perform alongside established major label artists in a beautiful setting on New Year's Eve."

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

To learn more about how to submit to Orange Drive Miami Beach Music Festival click: <http://ar.gy/l05>

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.

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.

About ReverbNation

ReverbNation provides over 1.8 million artists, managers, labels, venues, festivals/events and other music industry professionals with powerful, easy-to-use technology to promote and prosper online. Their wide array of distribution and promotional solutions provide the hands-on tools and actionable insights that allow them to reach their goals in an increasingly complex music industry. The company operates worldwide with customers on every continent. Over 30 million visitors come to ReverbNation.com every month. For more information visit www.reverbnation.com and follow us on Twitter @ReverbNation.

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