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HDE and Union Square Agency Announce New Ultimate Fighting Television Show, San Do

NEW YORK – November 3, 2011 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and HDE are announcing the first ever San-Do fight that will take place in Miami, Florida on December 16th and 17th, 2011.

USSE will manage all aspects of the show's production, including post-production. USSE continues to add to its already extensive portfolio, which includes recent productions such as "Go Healthy New York" for NBC, "Gone until December" currently being filmed worldwide for DirectTV, and several other films that in the pre-production stages.

"After years of development, we are proud to present San-Do to the MMA world and its fans alike. It's an exciting new fight format never seen before, and we are happy that Union Square Agency is on board as our production partner," said James Houston, a partner with HDE.

San-Do is a new sport, which pits three fighters in a large 12-sided ring, with every man for himself, in a mixed martial arts style fight. This type of fighting has never been done before. Dave Holland, Virginia Boxing Commissioner has said "It is my belief that this type of fight will eclipse regular MMA in popularity, because the action is so fast and exciting."

"We are thrilled to be producing San-Do as it's a new frontier in mixed martial arts. The fast pace and knock-out driven fights will lead to a great series that will also translate great in 3D. Nobody has seen anything like this to date." said Chris Scott, the show's Director from USSE.

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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