



**FOR IMMEDIATE RELEASE**

## **Union Square Agency Announces Partnership with Daymond John and Shark Branding**

New York – October 31, 2011 – Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and Shark Branding announce their partnership to develop the 2<sup>nd</sup> annual Orange Drive Miami Beach Music Festival taking place in South Beach from December 30 – January 1, 2012.

Spearheading the efforts with Union Square Agency is founder of Shark Branding, Daymond John. Daymond John rose to fame as the CEO and Founder of FUBU, he has been honored with 35 awards including the Brandweek Marketer of the Year, Advertising Age Marketing 1000 Award for Outstanding Ad Campaign and Ernst & Young's New York Entrepreneur of the Year Award. In 2009, he joined the cast of ABC entrepreneurial business show the Shark Tank by acclaimed producer Mark Burnett. This partnership is an opportunity for both companies to build intellectual properties in the entertainment space.

Shark Branding and Union Square Agency have been working together to acquire this year's talent line up for the three day Orange Drive Miami Beach Music Festival. The first round of music artists include; Ne-Yo, Jermaine Dupri, Cee Lo Green, Samantha Ronson, Pete Wentz and DJ Irie - all will be performing on the sand and under the stars - on Ocean Drive between 7<sup>th</sup> to 9<sup>th</sup> streets.

"I couldn't be more excited to collaborate with Union Square on this great project," says Daymond John. "With Orange Drive's amazing music roster and premiere location, it's clear there will be no better place to celebrate New Year's than in South Beach." "Orange Drive Miami Beach Music Festival is a world class event and a unique New Year's festival in one of the most pristine beaches in the world," says Gary Cioffi, CEO of Union Square Agency. "Shark Branding will prove to be a synergistic partner and we look forward to building other properties with them."

For more information or to purchase tickets for Orange Drive please visit, [www.orangedr.com](http://www.orangedr.com) or log onto [www.ticketmaster.com](http://www.ticketmaster.com).

### **About Shark Branding**

A vertically integrated marketing consulting firm that offers branding solutions for its world-class clients of top brands and celebrities. Shark Branding has perfected the methods to ingrain companies, brands, and products into the social consciousness. Using product integration, sponsorships, and unique events, it organically promotes products in the hottest music videos, on the most popular television shows, and with the most influential celebrities.

### **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](http://www.unionsqagency.com).

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