



**UNION SQUARE AGENCY AND HDNET ANNOUNCE ORANGE DRIVE MIAMI MUSIC FESTIVAL
WILL BE NATIONALLY TELEVISED LIVE**

The three-day festival will feature Cee Lo Green, Pete Wentz plus New Year's Eve performances from Ne-Yo, Jermaine Dupri & more

NEW YORK – December 7, 2011 – Orange Drive, jointly developed by Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee announced today that the entire Orange Drive Miami Music Festival will be nationally televised live on HDNet.

The second annual Orange Drive Miami Beach Music Festival is a three-day event from December 30, 2011 to January 1, 2012 taking place on the sands of Ocean Drive (between 7th and 9th Streets). Audiences will rock and celebrate the New Year with performances by Ne-Yo, Cee Lo Green, Pete Wentz, Jermaine Dupri, Boyz II Men and many more; plus DJ Samantha Ronson and Miami's own DJ Irie will be spinning top of the charts music.

Each night, HDNet will broadcast live from the festival with New Year's Eve hosted by Daymond John ("Shark Tank") and HDNet's Lana Taylor who will also host the other two evenings. Broadcast coverage will include exclusive interviews with participating artists and audiences, fireworks and all the festivities surrounding this unforgettable celebration.

"It has always been our intent to create a national and international media platform to tie in the excitement created by the Orange Drive Miami Beach Music Festival," said Ed Manetta, Senior Executive Producer of Union Square Agency. "As Orange Drive grows, we continue building the foundation for this world class event and the largest New Year's beach celebration in the world."

We're capping off a great year of live concerts on HDNet with a back-to-back-to-back event filled with great live music this New Year's Eve," said Mark Cuban, president and co-founder of HDNet. "So, get your friends together and tune in, log onto our Facebook page for exclusive news and giveaways and join the party on HDNet this New Year's weekend!"

A state of the art amphitheater will be constructed on the sand which can hold up to 15,000 party goers each night. Tickets for Orange Drive are on sale at Ticketmaster.com and available via Ticketmaster nationwide.

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

For more information on HDNet visit www.hd.net. Become a fan on Facebook at www.facebook.com/hdnet or follow on Twitter @hdnet.

About Union Square Agency

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square Media and Union Square Licensing, is a NY based company that delivers truly integrated, innovative and unparalleled 360 degree solutions with a core focus on blending media, brands, entertainment and consumers into unique business opportunities. Services include Intellectual Property Development; Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Film & Television Production. www.unionsqagency.com

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About HDNet

HDNet (www.hd.net) is the independent network with unique and provocative content that appeals to men of all ages and is delivered in true high definition. From live concerts and events to gritty reality series to Emmy Award-winning news, HDNet delivers exclusive, innovative and original programming with attitude and independence.

In Fall 2011, HDNet launched its most aggressive prime-time schedule with original programming seven nights a week. *The Super* brings to life the gritty, and often unthinkable, reality of low-income residents in Omaha's Section 8 housing; *Drinking Made Easy*, hosted by Zane Lamprey, travels across America to discover the unique libations to small towns, metropolitans, and suburban cities alike; *CelebriDate* follows three contestants as they compete to date one celebrity; and HDNet's Guys Night In line-up includes *Get Out!*, *Deadline*, *Girls Gone Wild: The Search for the Hottest Girl In America* and *The Ferris Wheel*, all featuring beautiful women in the sexiest locations around the world. HDNet Fights airs the most complete MMA coverage of any television network, including over 40 live fights every year and the award-winning news program *Inside MMA* with hosts Kenny Rice and Bas Rutten. Additionally, for over five years, HDNet has proudly presented the multiple award-winning program *Dan Rather Reports*, bringing viewers tough, fair and cutting-edge journalism from news icon Dan Rather.

Through the HDNet Concerts label, HDNet is the only network broadcasting live music events in HD with performances from Widespread Panic, Bush, Ted Nugent and more. HDNet also delivers the world's largest and most diverse concerts, including premieres from Train, Seal, 311, Sheryl Crowe and others. The Sunday HDNet Concert line-up has featured many of the world's leading artists from Paul McCartney, Mariah Carey, Eminem, Rolling Stones, U2, The Black Eyed Peas, Sting and Green Day to name a few. Launched in 2001 by Chairman Mark Cuban and General Manager Philip Garvin, the HDNet networks are available in the U.S. via AT&T U-verse, Charter, Comcast, DIRECTV, DISH Network, Insight, Suddenlink and Verizon FiOS and in Canada via Access Communications, Cogeco, Shaw Cable and Shaw Direct.

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