



**FOR IMMEDIATE RELEASE**

## **USSE Sponsors the 2010 Orange Bowl Fan Fest**

New York, February 2010 – Union Square Sports and Entertainment (USSE – Pink OTC Symbol: UCRP) and the Orange Bowl, were pleased to announce the completion of a significant sponsorship contribution to the Orange Bowl Fan Fest 2010 in Miami.

In today's economically challenged environment, creative new ways to generate sponsorship dollars is required. USSE was able to deliver a meaningful financial support to the Orange Bowl.

"We are very appreciative of the support we received from USSE. We look forward to the possibility of continuing our relationship with USSE and developing new initiatives for the Orange Bowl Fan Fest in the future." said Jarrett Nasca of the Orange Bowl Committee.

"USSE continues to build upon its recent success by developing joint partnerships with some of the most prestigious sporting events today. Our relationship with the Orange Bowl is only the beginning of what we hope will be a long term association." said USSE Corp. President Shawn Garrity.

### **About USSE Corp**

USSE Corp (Pink OTC Symbol: UCRP) and its wholly owned subsidiary, Union Square Sports and Entertainment is a NY based company that provides strategic and creative marketing and sales solutions. Services include Intellectual Property Development (focused on integrating sports, music, entertainment and fashion to connect brands, fans and media); Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Television Production. [www.ussportsent.com](http://www.ussportsent.com).

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