

FOR IMMEDIATE RELEASE

U in the USA Launches Programs to Assist International Students and Visitors

Los Angeles, CA, September 21, 2009 -- The American Dream turns out to be not so American. It is actually a vision shared by people all over the world as they dream to come to America, a place known as the Land of Opportunity. U in the USA is a new company that helps international students and visitors adjust to the transition to the U.S. by offering a variety of integration services that simplify their lives.

U in the USA

Jean-Marc is the Founder and Chief Executive Officer of U in the USA, a Los Angeles based company launching in the fall of 2009. Originally from Martinique, a French island in the Caribbean, Jean-Marc, was triumphant in coming to study in the US. Not only was coming to the U.S. difficult, but once he arrived, he found that he faced a new set of challenges in terms of culture, language and societal norms. Out of absolute necessity, Jean-Marc decided to start a unique business, U in the USA, to deal with the inevitable challenges faced by virtually all foreign students and visitors.

U in the USA collaborates with U.S. institutions and intermediaries to provide an integration solution for the over 600,000 foreign students enrolled at U.S. institutions in 2007/08 as well as the thousands of exchange visitors who come to the U.S. every year. U in the USA helps international students and exchange visitors familiarize and adapt to American culture through lifestyle and assimilation assistance, concierge services and user-friendly online resources. Jean-Marc says "I bring an international perspective to the domestic experience that many Americans take for granted. U in the USA also helps bridge the gaps between the U.S. and other countries as visitors have an enhanced experience in the U.S. thanks to our integration services." After successfully finishing his undergraduate and graduate work in France, Jean-Marc traveled to 25 different countries, and worked for French subsidiaries of two major American companies, HP France and SAS France, before moving to Los Angeles, CA.

International Demand, National Challenges:

While there is an international demand to study, live and work in the US, the related problems can be overwhelming, particularly for a student. Not only are they facing the traditional issues that come with "coming of age" but they also have to deal with being thrust into a culture that in most cases is extremely different from anything that they have ever experienced before.

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Foreign students studying in the U.S. face a unique combination of challenges. They are not only adapting to a new culture, but they are often faced with many unfamiliar sub-cultures within American society. As students, they are faced with the traditional academic challenges and expectations in terms of coursework and life-balance, however now these challenges come in a totally different academic environment than many are used to. They have to learn new ways to study, communicate, live and excel in a new country and oftentimes, while using a language that may not be their native tongue. In addition to culture shock, additional challenges can appear in terms of societal norms, religious customs, traditions and living arrangements.

U in the USA was designed to complement the services and related programs that universities and colleges in America currently offer. U in the USA will partner with the existing programs and related agencies to provide additional services that assist these foreign visitors with integration into American society. U in the USA recognizes that international students and visitors who visit the U.S. will share their experience with many others and therefore wants to make their experience in the United States as positive as possible.

About U in the USA

U in the USA, LLC located in Los Angeles, CA was founded by Jean-Marc Dedeyne in January 2009. The company was created to collaborate with Educational Institutions and Agents, Sponsors and Nonprofits to help international students and exchange visitors familiarize and adapt to American culture, through lifestyle and assimilation assistance, concierge services and user-friendly online resources. www.uinthesa.com

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