

## **BlueRush to Present at the 2019 Cantech Investment Conference in Toronto**

TORONTO, Jan. 25, 2019 /CNW/ - BlueRush Inc. ("BlueRush" or the "Company") (TSX-V: BTV), an emerging Software as a Service ("SaaS") company providing personalized customer engagement solutions, today announced that the Company will be attending the 2019 Cantech Investment Conference on January 29-30 in Toronto, Ontario. Steve Taylor, CEO of BlueRush, will be presenting at the Paradigm Innovation Stage at 3:20 p.m. on January 29. Company representatives will also be available to speak with attendees at booth #427 in the Exhibit Hall.

### **About BlueRush**

BlueRush offers Software as a Service ("SaaS") based content engagement platforms that enable organizations to achieve greater engagement and conversion metrics with existing customers and new prospects. BlueRush has a particular focus on the financial services industry in areas such as mortgage, loan and credit card origination, as well as supporting pension fund and insurance use cases. BlueRush develops and markets IndiVideo™, a disruptive interactive personalized video platform that drives return on investment ("ROI") through customer interactions, from increased conversions to more engaging statements and customer care. IndiVideo enables BlueRush clients to capture knowledge and data from their customers' video interaction, creating new and compelling data driven customer insights. IndiVideo can also be integrated with DigitalReach™, BlueRush's SaaS-based content engagement platform, that delivers improved sales conversion metrics for more than 75,000 financial advisors at leading financial institutions. The combination of IndiVideo and DigitalReach is unique in the marketplace and provides BlueRush with a strong value proposition.

For more information, please visit [www.bluerush.com](http://www.bluerush.com). More information on the BlueRush SaaS products can be viewed for DigitalReach at [www.digitalreach.ca](http://www.digitalreach.ca) and for IndiVideo at [www.individeo.com](http://www.individeo.com).

SOURCE BlueRush Inc.

For further information: Steve Taylor, CEO, Tel: 416-203-0618, [steve.taylor@bluerush.com](mailto:steve.taylor@bluerush.com); Dave Badun, CFO, Tel: 416-203-0618, [dave.badun@bluerush.com](mailto:dave.badun@bluerush.com)

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