

## BlueRush Announces Appointment of New Directors

TORONTO, Feb. 4, 2019 /CNW/ - BlueRush Inc. ("BlueRush" or the "Company") (TSX-V: BTV), an emerging Software as a Service ("SaaS") company providing personalized customer engagement solutions, is pleased to announce the appointments of Michael Beckerman and Paul G. Smith to the Company's Board of Directors. Mr. Beckerman and Mr. Smith were elected as Directors at the Annual and Special Meeting of the Shareholders of the Company (the "Meeting") held in Toronto earlier today. Shareholders also re-elected the Company's other three nominees at the meeting: Larry Lubin, Steve Taylor and John Eckert.

Mike Beckerman is a seasoned business executive with a track record of leading strong sales, marketing and operational performance. He was formerly Chief Executive Officer of the marketing agencies Ariad Communications and Bluespire Marketing (2015 – 2016), where he led the successful integration of three separate agencies. As President of Ariad Communications (2007 – 2015), he established the firm as one of Canada's leading marketing services companies, specializing in the financial services, healthcare, business-to-business and consumer packaged goods sectors. Previously, Mr. Beckerman was Chief Marketing Officer and Senior Vice President at Bank of Montreal, where he played a key role in strengthening brands across the bank's portfolio and delivering a more consistent customer experience. He started his career at Nike Inc., where he advanced to various senior positions in global sales and marketing strategy across Asia-Pacific, Europe and the U.S. Mr. Beckerman is currently the principal of Beckerman Consulting and serves as a director for Points.com.

Paul Smith brings extensive public and private sector experience to the Board. He is currently Chairman and CEO of Frontline Broadband Inc., a Toronto-based provider of telecommunications and IT services. He was previously Co-Founder and CEO of Equity Financial Holdings Inc., a TSX-listed financial services company that served the alternative mortgage market. Prior thereto, Mr. Smith was Chief Financial Officer of Bell Conferia, a subsidiary of BCE Inc. Mr. Smith currently serves as a director for several public and private companies. He was the Chair of VIA Rail Canada Inc. from 2010 to 2014. Prior to joining the public sector, Mr. Smith served in the federal government, where he held a number of important roles including Executive Assistant to the Prime Minister. He holds the ICD.D designation from the Institute of Corporate Directors.

Jay Cashmore and Len Smofsky, who previously served on the Board of Directors, did not run for re-election. Mr. Smofsky remains Executive Vice President at BlueRush.

"Our Board is significantly stronger with the additions of Mike and Paul, as they bring extensive experience and relevant skillsets to BlueRush," said Larry Lubin, President and Chair. "We look forward to their added guidance on strategy and governance, as BlueRush continues to advance its growth and development."

"On behalf of the Board, I would also like to thank Jay Cashmore for his significant contributions to BlueRush and wish him the best in his future endeavours," added Mr. Lubin.

At the Meeting, shareholders also re-appointed the auditor (RSM Canada LLP), and approved an amended and restated fixed number stock option plan reserving for issuance options exercisable for up to 15,050,369 common shares.

Pursuant to the amended and restated option plan, the Company's newly appointed directors, Michael Beckerman and Paul Smith, have each been granted 250,000 stock options at an exercise price of \$0.08 per common share expiring on February 1, 2024.

### 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).

**Forward-Looking Statements**

*Certain statements contained in this press release constitute "forward-looking information" as such term is defined in applicable Canadian securities legislation. The words "may", "would", "could", "should", "potential", "will", "seek", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions as they relate to the Company, are intended to identify forward-looking information. All statements other than statements of historical fact may be forward-looking information. Such statements reflect the Company's current views and intentions with respect to future events, and current information available to the Company, and are subject to certain risks, uncertainties and assumptions. Material factors or assumptions were applied in providing forward-looking information. Many factors could cause the actual results, performance or achievements that may be expressed or implied by such forward looking information to vary from those described herein should one or more of these risks or uncertainties materialize. These factors include, without limitation: the TSX Venture Exchange not approving the warrants for debt transaction; changes in law; the ability to implement business strategies and pursue business opportunities; state of the capital markets; the availability of funds and resources to pursue operations; a novel business model; dependence on key suppliers and local partners; competition; the outcome and cost of any litigation; as well as general economic, market and business conditions, as well as those risk factors discussed or referred to in disclosure documents filed by the Company with the securities regulatory authorities in certain provinces of Canada and available at [www.sedar.com](http://www.sedar.com). Should any factor affect the Company in an unexpected manner, or should assumptions underlying the forward-looking information prove incorrect, the actual results or events may differ materially from the results or events predicted. Any such forward-looking information is expressly qualified in its entirety by this cautionary statement. Moreover, the Company does not assume responsibility for the accuracy or completeness of such forward-looking information. The forward -looking information included in this press release is made as of the date of this press release and the Company undertakes no obligation to publicly update or revise any forward-looking information, other than as required by applicable law. The Company's results and forward-looking information and calculations may be affected by fluctuations in exchange rates.*

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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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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