

BlueRush Secures New Agreement to Deploy IndiVideo™ Platform for Large Colombian Bank through Partnership with Bee Concept

- Agreement Represents BlueRush's first transaction in Colombian market -

TORONTO, March 11, 2019 /CNW/ - BlueRush Inc. ("BlueRush" or the "Company") (TSX-V: BTV), an emerging Software as a Service ("SaaS") company providing personalized customer engagement solutions for leading financial services companies, today announced that through its partnership with Colombia-based Bee Concept, it has reached an agreement to deploy its IndiVideo™ platform for a large Colombian bank. The bank intends to increase the rate of mortgage sign-ups by deploying IndiVideo to enhance customer knowledge of its offerings.

The bank currently has a mortgage payment calculator on its website, and through the implementation of the IndiVideo platform it will provide personalized interactive videos that will incorporate the existing mortgage payment calculator and mortgage selector. This will help customers better understand the details of the various mortgage offerings and raise awareness of other relevant products and services.

"We are excited to build on our success in South America. This transaction, our first in Colombia, represents another strong endorsement of our IndiVideo platform. By harnessing IndiVideo, we anticipate the bank will generate increased customer engagement and improved customer analytics," said Steve Taylor, CEO of BlueRush.

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. More information on the BlueRush SaaS products can be viewed for DigitalReach at www.digitalreach.ca and for IndiVideo at 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, including the Company anticipating continued growth throughout the fiscal year; deferred revenue being recognized over the coming quarters; and the closing of the warrant for debt transaction; 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, including: approval of the TSX Venture Exchange of the warrants for debt transaction; personalized video being further adopted by companies and the Company increasing sales for its SaaS based products. 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. 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.

SOURCE BlueRush Inc,

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<https://bluerush.mediaroom.com/2019-03-11-BlueRush-Secures-New-Agreement-to-Deploy-IndiVideo-TM-Platform-for-Large-Colombian-Bank-through-Partnership-with-Bee-Concept>