

## **BlueRush Selected to Present its Interactive Personalized Video Platform at the FinovateSpring 2019 Conference in San Francisco**

TORONTO, May 3, 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 it has been selected as one of 60 companies to exhibit at the FinovateSpring 2019 conference. The conference will take place on May 7-10 in San Francisco, California at the Hilton San Francisco Union Square Hotel.

Two members of BlueRush management will be speaking at the conference. Ted Mercer, VP Sales, will present IndiVideo™, BlueRush's proprietary personalized video solution, in an interactive demonstration session beginning at 3:30 p.m. (PST) on May 9. Mr. Mercer will highlight IndiVideo's engaging interactive format and the platform's data dashboard that provides knowledge and insights about IndiVideo users. Larry Lubin, President and Chair, will participate in a Strategy Roundtable panel at 9:50 a.m. (PST) on May 7, titled *"How Can Financial Institutions Transform Customer Experience Through Deep Customer Insights? Why Powerful Data Analytics Will be Critical to Success."* Mr. Lubin will discuss the power of IndiVideo to improve customer experiences, create engagement and capture and leverage increasingly deep customer insights. The panel will include other digital transformation executives from companies such as RBC Royal Bank, Bank of America, and Bank of Australia.

BlueRush CEO, Steve Taylor, notes, "FinovateSpring 2019 will mark the fifth time that we have been selected to exhibit at a Finovate conference. We are selected to return year after year because we continue to release new and exciting iterations of our personalized video platform, and the audience recognizes our continuous customer engagement innovation."

BlueRush invites FinovateSpring 2019 conference attendees to visit its exhibitor booth #118 to learn more about its unique digital marketing and customer insight solutions.

### **About FinovateSpring**

FinovateSpring is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in San Francisco, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. The event is organized by The Finovate Group. For more information on the event or to view videos of previous demos, please visit [finovate.com](http://finovate.com).

### **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).

*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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