

BlueRush's Personalized Video Platform Voted "Best of Show" at FinovateSpring 2019 in San Francisco

TORONTO, May 14, 2019 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), a Software as a Service ("**SaaS**") company providing interactive personalized video solutions for leading financial services companies, today announced that it won a "Best of Show" award at the FinovateSpring 2019 conference, held in San Francisco from May 7 to 10, 2019.

Out of 60 leading-edge FinTech companies, BlueRush and seven others earned the coveted "Best of Show" title. Ted Mercer, BlueRush VP Sales, delivered the Company's award-winning presentation, demonstrating how IndiVideo's interactive personalized videos transform standard bills and statements into powerful tools for engagement and conversion.

"Personalized video is a natural enhancement to bills and statements. For companies that regularly send large volumes of client-facing documents, our platform offers the opportunity to improve customer satisfaction, retention and to present personalized cross-sell offers," said Steve Taylor CEO of BlueRush. "Even when delivered in the millions, each bill acts as a customer service or sales representative delivering personalized messaging to the recipient."

A [recent Forrester article](#) attests that "personalized video isn't a gimmick anymore, it boosts customer service experiences." This statement, in conjunction with the Best of Show award, affirm that personalized video is quickly becoming an industry standard for scaling personalized customer care.

For more information about FinovateSpring 2019 "Best of Show" winners, click here:

<https://finovate.com/finovatespring-best-of-show-winners-announced>

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.

About BlueRush

BlueRush develops and markets IndiVideo™, a disruptive, award-winning interactive personalized video platform that drives return on investment throughout the customer lifecycle, 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.

For more information visit www.bluerush.com.

Forward-Looking Statements

Certain statements contained in this news 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, including: 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: 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 news release is made as of the date of this news 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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