

## **BlueRush and InfoSlips Announce Strategic Partnership to Integrate IndiVideo™ into Enhanced Digital Statements for Global Customer Base**

TORONTO, Aug. 15, 2019 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging personalized video Software as a Service ("**SaaS**") company, announced that it has entered into a strategic partnership agreement with InfoSlips, a digital document producer and distributor. InfoSlips designs, composites, and distributes documents that deliver rich, interactive, and engaging experiences to customers. InfoSlips has a diverse and growing client base that includes leading financial services firms in South Africa and large global companies such as Microsoft, Deloitte, Discovery, Duke Energy, and Mercedes-Benz Financial Services.

Under the terms of the agreement, InfoSlips will use BlueRush's IndiVideo™ platform to strengthen its digital document offerings for its client network with personalized and interactive video. BlueRush is now InfoSlips' preferred personalized customer video partner and will support InfoSlips' expansion into the U.S. and other markets. BlueRush in turn will offer the InfoSlips document composition and distribution service as a complimentary offering to IndiVideo™.

"This is an exciting partnership that will bring the IndiVideo platform to a substantial new customer base," said Steve Taylor, CEO of BlueRush, "As a leader in digital statements and document presentation, InfoSlips is already expanding our network, having introduced us to our new partner Nikia Dx. InfoSlips chose to partner with us because of our proven ability to deliver personalized videos at scale, complemented by our strong customer support capabilities. The IndiVideo platform will fit seamlessly into InfoSlips' digital document offerings to provide an outstanding personalized customer experience, while capturing valuable data-driven insights."

"With the inclusion of BlueRush's IndiVideo personalized and interactive video platform into InfoSlips documents, we will deliver improved engagement and increased adoption for our clients. As we strive to reinvent documents, we believe this partnership with BlueRush will herald a new chapter for both parties," said Alan Burger, CEO of InfoSlips.

### **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](http://www.bluerush.com).

### **About InfoSlips**

InfoSlips, an award-winning interactive document composition and distribution service, transforms the dull and lackluster statement-of-record documents sent to clients into interactive and engaging experiences that delight and add value. InfoSlips transforms client communications from a cost center to a profit center.

### **Forward-Looking Statements**

*Certain statements contained in this press release may 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: 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.*

*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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