

Personalized Video Provider BlueRush Announces "Business As Usual Program" to Lend Support During COVID-19 Crisis

TORONTO, March 12, 2020 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging personalized video Software as a Service (SaaS) company, announces its "Business As Usual Program." The program, powered by BlueRush's IndiVideo platform, has been designed to assist with corporate communications amidst the COVID-19 pandemic. As COVID-19 impacts the way companies interact and communicate internally and externally, IndiVideo can help companies maintain a personal connection with customers and partners while limiting close proximity contact. The program is designed to help businesses conduct business as close to usual as possible while prioritizing the needs of existing customers and prospects for COVID-19 communications above all other current initiatives.

IndiVideo creates an interactive experience to maintain a significant level of two-way engagement at scale. For example, marketing teams can create customized and personalized video content to send to customers. The goal is to provide the same level of high touch service equivalent to an in-person experience and create the same business as usual effect.

"During this particularly challenging time, BlueRush wants to do what we can to help. We feel that IndiVideo can help both our current customers and potential new customers to strategically fill the communications gap we are all currently facing," said Steve Taylor, CEO of BlueRush. "If you feel IndiVideo could be of help to your business - please [reach out to us](#) and we will make it our highest priority."

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 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. 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.

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