

BlueRush Announces New Chief Revenue Officer

TORONTO, April 13, 2020 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging personalized video Software as a Service ("**SaaS**") company, today announced that Andrew Osmak has joined BlueRush as Chief Revenue Officer (CRO).

"We are pleased to welcome Andrew to the BlueRush family," said Steve Taylor, CEO of BlueRush. "Although COVID has created challenges for many companies, it creates a unique opportunity for BlueRush to grow as part of an effective digital communications strategy. The Banks and Insurance Companies we serve are moving rapidly to embrace tools like IndiVideo to address the immediate and long-term realities of selling and delivering services virtually. Andrew's excellent track record makes him an ideal addition to the team as we pursue our strategy."

BlueRush's IndiVideo platform drives engagement and conversions for a growing and International list of Global Fortune 1000 companies. The data-driven platform allows for hyper-personalized messages to be delivered to millions of customers and is fast-becoming a core element of the digital marketing toolset.

"Andrew brings a wealth of experience to BlueRush. Andrew has worked in various capacities over the past 25 years from business and development across start-ups and mature businesses including his last post as CEO where he successfully generated an exit. Andrew's business acumen and ability to sell to global financial institutions will continue to propel BlueRush to the next stages of growth and we are lucky to have him onboard," stated Mr. Taylor.

Mr. Osmak has been granted 3,918,312 stock options at an exercise price of \$0.05 per common share expiring in five years and vesting monthly for three years with an initial three-month cliff.

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, including those related to the COVID-19 pandemic; 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.

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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