

BlueRush's IndiVideo Platform Approved for 2020 USPS Postage Rebate Program

USPS offers 2% postage rebate on all print mail that is supported by innovative technologies

TORONTO, April 30, 2020 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSX-V: BTV), an emerging personalized video Software as a Service (SaaS) company, announced that its personalized video platform, IndiVideo, has been approved for the USPS 2020 Emerging & Advanced Technology Promotion and the USPS 2020 Informed Delivery Promotion; two incentives that offer a 2% postage rebate on all print mail that is supported by approved technologies.

Given many BlueRush customers send tens of millions of statements - even hundreds of millions - the 2% rebate can represent significant cost savings. The USPS 2020 Direct Mail Promotions are meant to encourage marketers, printers and mailers to utilize new technology to enhance mail communications and ensure that direct mail remains innovative and customer experience driven. IndiVideo enhances direct mail by creating a Video in Print (ViP) experience that enables recipients to engage with a personalized and interactive video, launched via QR code, embedded in a printed bill or statement.

"Anytime we can put together a solution that provides a better customer experience that also saves our customers tens or hundreds of thousands of dollars per month - we are happy. With 24 billion transactional documents being mailed each year in the US, this is obviously a significant market opportunity for us as well," said Steve Taylor, CEO of BlueRush. "We are excited to demonstrate how our IndiVideo platform augments print to improve the customer experience and increase engagement at every touchpoint."

[Contact BlueRush to learn more.](#)

About BlueRush

BlueRush recently announced record [2nd Quarter Results](#). Interactive Personalized Video positions BlueRush very well to support our customers during the COVID crisis and beyond. 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; general economic, market and business conditions; and risks related to COVID-19 including various recommendations, orders and measures of governmental authorities to try to limit the pandemic, including travel restrictions, border closures, non-essential business closures, quarantines, self-isolations, shelters-in-place and social distancing, disruptions to markets, economic activity, financing, supply chains and sales channels, and a deterioration of general economic conditions including a possible national or global recession; 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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