

BlueRush Announces Distribution Partnership with DTECH Software & Technology to Bring IndiVideo to Global Client Base

TORONTO, May 19, 2020 /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 with DTECH Software & Technology ("**DTECH**"), a global customer experience integrator. Headquartered in Switzerland, with offices in Dubai and Turkey, DTECH delivers over 2 billion customer communications per year on behalf of over 200 clients throughout Europe, the Middle East and Africa. BlueRush joins an impressive group of DTECH distribution partners, including leading customer experience software provider Quadient.

BlueRush's IndiVideo product delivers personalized and interactive videos at scale to enhance transactional statements, customer onboarding communications and cross-selling solutions. With its flexible architecture, IndiVideo is designed to seamlessly integrate into DTECH's current customer communication management software suite.

"As we continue to pursue a global expansion strategy, we see DTECH as a powerful addition to our growing partner network," said Steve Taylor, CEO of BlueRush. "DTECH recognizes the power of personalized video to increase engagement and help customers make important decisions online, while capturing valuable data-driven customer insights. We look forward to bringing this technology to DTECH's international network," Mr. Taylor continued.

"As one of the leading customer experience (CX) integrators in the region, DTECH is constantly looking to grow its product portfolio with selected partners to keep it aligned with market requirements. It is no surprise that digital disruption is changing the game of communication, making CX the main differentiator," said Volkan Vural, General Manager of DTECH. "Personalized video in that context, becomes a mandatory element for effective customer experience and communication. BlueRush's offering is already a proven success with its powerful capabilities, flexibility and dedicated team. We are glad to have them included in our value proposition and look forward to a successful partnership."

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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