

## BlueRush and Quadient Announce Partnership to Integrate IndiVideo into Global CCM Platform

TORONTO, June 29, 2020 /CNW/ - BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV: BTV), an emerging personalized video Software as a Service (SaaS) company, announced that it has entered into a strategic partnership with Quadient, a leader in business solutions for meaningful customer connections through digital and physical channels. Quadient offers omnichannel software solutions that drive meaningful customer interactions to its diverse client base of large global brands.

Under the terms of the agreement, Quadient will integrate IndiVideo into its award-winning customer communications management (CCM) platform, Inspire. With IndiVideo, Inspire users will be able to send interactive video bills and statements that create a superior digital experience and cost-effectively scale personalized customer care – a need that has been exacerbated by COVID-19.

"According to [Broadridge](#), 70% of customers see room for improvement in their printed bills and statements and 60% of investors would love more personalized communications and investment recommendations," said Steve Taylor, BlueRush CEO. "Personalized video transforms bills and statements into engaging customer touchpoints that leverage the full strategic opportunity of customer communications. With a shared understanding of the power of personalization and the advantages IndiVideo offers to customer communications, we are very excited to be partnering with Quadient."

"In BlueRush we chose a partner who not only provides an innovative software solution, but who also shares our mission of creating relevant, personalized connections through customer experience excellence," said Chris Hartigan, Chief Solution Officer, Customer Experience Management, of Quadient. "We are excited to integrate IndiVideo into our Inspire platform, which will enable companies to create engaging, interactive bill and statement experiences that cost-effectively scale personalized customer care and maximize ROI. We look forward to a successful and fruitful partnership."

### About BlueRush

BlueRush recently announced impressive Year-over-Year SaaS growth for [3rd 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.

### About Quadient

Quadient is the driving force behind the most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and is part of the CAC® Mid & Small index.

### 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](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.

For further information: Steve Taylor, CEO, Tel: 416-457-9391, [steve.taylor@bluerush.com](mailto:steve.taylor@bluerush.com); Dave Badun, CFO, Tel: 416-203-0618, [dave.badun@bluerush.com](mailto:dave.badun@bluerush.com)

---

<https://bluerush.mediaroom.com/2020-06-29-BlueRush-and-Quadient-Announce-Partnership-to-Integrate-IndiVideo-into-Global-CCM-Platform>