

BlueRush Announces Appointment of Chris Rasmussen to Board of Directors

TORONTO, Dec. 14, 2020 /CNW/ - BlueRush Inc. ("BlueRush" or the "Company") (TSXV: BTV), an emerging Software as a Service ("SaaS") company providing personalized customer engagement solutions, is pleased to announce the appointment of Chris Rasmussen to the Company's Board of Directors.

Chris Rasmussen founded Doxim in 2000 with a goal to transform and improve the customer communications experience through digital engagement. Doxim has grown as the leading supplier of customer engagement software, with a focus on regulated business critical communications within financial services and healthcare markets to connect with customers.

"Chris's success in building Doxim and his 20 years in the Customer Communications Management (CCM) space will add invaluable expertise and a strong network to help accelerate our efforts in this important channel," said Steve Taylor, CEO of BlueRush.

Mr. Rasmussen has been recognized for personal and business leadership by organizations and programs including Profit 500, Deloitte Fast50, EY Entrepreneur of the Year, BDO Business Value Award and more. Chris holds a Bachelor of Arts from Western University, has served on the Boards of various private companies and non-for-profit organizations and industry associations.

"Our Board is significantly stronger with the addition of Chris. He brings extensive experience and relevant skill-sets to BlueRush. We look forward to his expertise and guidance on strategy and governance, as the organization continues to accelerate its growth and development," added Mr. Taylor.

BlueRush will release its first quarter financial results via a press release on Friday, December 18, 2020.

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; the general impact of the COVID-19 pandemic; 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.

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.

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