

## **BlueRush Announces Partnership with Technology Solutions Provider Ngoar**

TORONTO, Aug. 17, 2021 /CNW/ - BlueRush Inc. ("BlueRush" or the "Company") (TSXV: BTV) (OTCQB: BTVRF) an emerging personalized video Software as a Service (SaaS) company, is pleased to announce their partnership with U.K. based technology solutions provider, Ngoar.

The partnership will position BlueRush in the U.K, enabling access of the IndiVideo platform to the local market and Ngoar's impressive client list. With more than 12 years of experience across a wide range of industry sectors - including banking, pharmaceutical, retail and infrastructure - Ngoar delivers enterprise software solutions and systems across the entire digital spectrum from bespoke software integration and digital transformation to banking platforms and cryptocurrency. The partnership with BlueRush will enable the organization to now offer interactive personalized video.

"We are thrilled to establish our partnership with Ngoar which is our first partnership agreement in the United Kingdom," states Steve Taylor, CEO of BlueRush. "With an impressive roster of clients and comprehensive services offering, we feel that Ngoar is one of the leading independent technology organizations in the United Kingdom, providing BlueRush with access to a strategic and lucrative market."

"Ngoar are delighted and honoured to be selected as the UK partner for BlueRush," says Ngoar CEO, Peter Meadows. "IndiVideo has enjoyed amazing success in Canada and South America. We feel it has massive potential here in the UK across a number of business sectors. It's very exciting to be given this opportunity to be part of the next stage of the BlueRush and IndiVideo success story."

### **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: <http://www.bluerush.com>

### **About Ngoar**

Ngoar is an independent technology company delivering enterprise-level software solutions and systems. It offers a total end-to-end service, from proof of concept, MVP, consultancy and strategy through to rapid prototyping, architecture, and design & build. Technology & platform neutral, it solves complex business challenges and delivers innovative, bespoke solutions through inspired digital thinking. Ngoar is headquartered in the UK with offices in Ukraine, Serbia and Poland.

For more information visit: <http://www.ngoar.com>

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### *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, including, without limitation: the BlueRush partnership with Ngoar and the results of such partnership, 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](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*

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