

BlueRush Retains Skyline Corporate Communications Group to Provide Investor Relations Services

TORONTO, Sept. 15, 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 today that it has retained the services of Skyline Corporate Communications Group, LLC ("**Skyline**") to manage its investor relations and corporate communications activities within the financial community in the United States.

Skyline, with offices in Boston and New York City, is an investor relations and corporate communications firm that provides strategic messaging and investor communications consulting services for public corporations. Skyline provides strategic assistance for companies in the financial markets and investment community by assisting them to effectively communicate their corporate message and competitive advantages. For further information regarding Skyline, please visit Skyline's website at www.skylineccg.com.

Mr. Steve Taylor, CEO of BlueRush, commented: "Our recent operating activities, growth objectives, and expected corporate milestones prompted BlueRush to select Skyline as our investor relations representative. We are experiencing significant recent growth in subscription bookings, seeing a strong mix of results from new and existing customers, and generating strong sales momentum. BlueRush believes that Skyline's strong reputation, communications strategies, methodologies and standards are an excellent pairing for us as we enter into a growth phase for the company, and we want to have a skilled partner working closely with us when communicating our message to the investing public."

Scott Powell, President & CEO of Skyline, commented: "We are very pleased to welcome SaaS company BlueRush to our compelling and growing base of diverse clients. BlueRush is entering an exciting development and expansion phase, and we are delighted to provide assistance in effectively and strategically communicating this message to its existing and prospective shareholder base, while broadening awareness of the company within the U.S. financial community."

The fees incurred by BlueRush, in consideration for the services provided by Skyline, consist of cash consideration of US\$6,500 per month, effective September 1, 2021, and each month thereafter during the twelve-month contract period.

BlueRush and Skyline act at arm's length, and Skyline has no present interest, directly or indirectly, in BlueRush or its securities. The fee paid by BlueRush to Skyline is for services only. The engagement of Skyline by BlueRush is subject to approval of the TSX Venture Exchange.

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>.

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.

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, statements with respect to the Company's expectations for continued and future growth and Skyline's continued engagement, 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: approval of the TSX Venture Exchange for BlueRush's engagement of Skyline; 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.

SOURCE BlueRush Inc.

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