

BlueRush Announces Several Strategic Contract Wins and Expanded SaaS Bookings of \$284,000 at Midpoint of First Quarter

TORONTO, Sept. 22, 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 an excellent start to its Fiscal Year 2022 in terms of new and existing customer expansion growth.

"In the past year, we have seen Interactive Personalized Video (IPV) becoming a core capability for Sales, Marketing and Customer Communications Management. This is a shift from the early days in which sales cycles were highly evangelical and required significant customer education. The dialogue has shifted. Customers understand the power of our IPV platform – *IndiVideo* – and want to engage in conversations to determine how to get the most value," said Steve Taylor, CEO of BlueRush.

Since the beginning of Fiscal Year 2022, (which commenced August 1st, 2021), the Company has booked the following ARR. These bookings are expected to have similar gross margins to existing subscriptions.

Top 15 Bank in North America – \$60,000 ARR initial contract

- Solution: Efficient onboarding customers to the Wealth Management platform, reducing call centre support and increasing customer satisfaction
- New customer win providing an opportunity to grow the relationship as we have done successfully and repeatedly with customers of this size over past periods

Global Top 5 Asset Manager (Contract 1) – \$76,800 ARR

- Solution: Young Investors – the customer is deploying IndiVideo as part of a strategy to attract and engage the next generation of investors
- ARR expansion with existing customer

Global Top 5 Asset Manager (Contract 2) – \$76,800 ARR

- Business Problem: Workplace Investing – guiding and encouraging workplace investing, 401K's
- ARR expansion with existing customer

Fortune 50 Insurance Provider – \$70,400 ARR

- Business Problem: Various – this is an expansion of an Enterprise Agreement. This means the customer, with assistance from BlueRush, plans and executes their own programs and have implemented IndiVideo to support several customer acquisition, renewal and support objectives

These new customer and existing client expansion wins are driven by several factors, creating a tailwind for BlueRush. "Successful metrics with existing customers, an increasing market appetite for IPV and continuous improvements to our sales and marketing efforts are helping us grow the funnel, shorten sales cycles and maintain our enviable retention rates," continued Mr. Taylor.

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>.

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