

## BlueRush Announces Partnership with Leading Customer Communications Management Provider, Doxim

TORONTO, Sept. 29, 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 its partnership with Doxim, a leading customer communications management (CCM) and engagement technology provider serving financial and regulated markets.

"Doxim is a great partner for BlueRush," said Steve Taylor, CEO, BlueRush. "Doxim has a commitment to bringing high value and innovative solutions to their customers and we are excited to help with their mission to turn statements and notifications into compelling customer experiences that drive results."

Doxim will integrate IndiVideo interactive personalized video into the broader Doxim CCM platform, to provide personalized digital customer experiences, such as interactive statements, bills, policies or reports, that offer visual engagement and real-time interactivity.

"Doxim clients are looking for ways to provide personalized and engaging digital experiences that can simplify complex information, motivate customers to explore upselling options and drive conversions and revenue. Doxim CCM Interactive Video will give them an innovative and scalable method to engage their customers, through data-driven video experiences," said SVP Product Management, Doxim, Olga Zakharenkava.

This partnership will assist BlueRush in further solidifying its position in the customer communications management space, as the Company continues to build a strong partner network of leading CCM providers.

### 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 Doxim

Doxim is a customer communications management and engagement technology company serving financial and regulated markets, providing omnichannel document and payment solutions that transform experiences to strengthen engagement throughout the entire lifecycle. The Doxim Platform helps clients communicate reliably and effectively, improve cross-sell and upsell opportunities, and drive increased loyalty and wallet share through personalized communications and easy-to-use payment processes. The platform addresses key digitization, operational efficiency, and customer experience challenges through its suite of plug-and-play, integrated, SaaS software and technology solutions. Learn more at [www.doxim.com](http://www.doxim.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: the BlueRush partnership with Doxim 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.*

SOURCE BlueRush Inc.

For further information: Company Contact: Steve Taylor, CEO, BlueRush Inc., Tel: 416-457-9391, [steve.taylor@bluerush.com](mailto:steve.taylor@bluerush.com); Investor Relations Contact: Skyline Corporate Communications Group, LLC, Lisa Gray, Senior Account Manager, One Rockefeller Plaza, 10th Floor, New York, NY 10020 USA, Office: (646) 893-5835, Email: [lisa@skylineccg.com](mailto:lisa@skylineccg.com)

---

<https://bluerush.mediaroom.com/2021-09-29-BlueRush-Announces-Partnership-with-Leading-Customer-Communications-Management-Provider,-Doxim>