

BlueRush Retains Independent Trading Group (ITG), Inc. to Market Making Services

Announces Director Resignation

TORONTO, Nov. 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 Independent Trading Group (ITG), Inc. ("**ITG**") to provide market making (liquidity and stability) for the Company's listed shares on the TSX Venture Exchange (the "**Exchange**").

ITG is dedicated specifically to professional trading. ITG employs real traders, the latest in trading technology and risk management tools and in-depth market structure expertise. ITG, a Proprietary Trading and Market Making firm, is a member of IIROC, CIPF, the Toronto Stock Exchange and the Canadian Securities Exchange. ITG provides various services such as Price Discovery and Market Making for Traders, Marketplaces and Issuers. ITG operates out of two offices in the Greater Toronto Area (Ontario, Canada). For further information regarding ITG, please visit ITG's website at <https://independent-trading-group.com>.

The fees incurred by BlueRush in consideration for the services provided by ITG consist of cash consideration of \$5,000 per month, effective November 5, 2021, and each month thereafter during the initial three-month term. The term will renew for subsequent one month terms, at \$5,000 per month, unless either party provides 30 days written notice prior to the end of a term.

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

Company also announces the resignation of Michael Beckerman as a director of the Company. The Company thanks Mr. Beckerman for all of his efforts and commitment to the Company and wishes him well in his future endeavors.

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.

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.

SOURCE BlueRush Inc.

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<https://bluerush.mediaroom.com/2021-11-15-BlueRush-Retains-Independent-Trading-Group-ITG,-Inc-to-Market-Making-Services>