

## **BlueRush and Valeyo Announce Strategic Partnership**

TORONTO , Oct. 11, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**") (TSXV:BTV), a leading SaaS company providing personalized and interactive video solutions for financial institutions, and Valeyo, a leading solutions provider of insurance products and technologies, are excited to announce they have signed a strategic partnership agreement.

This new partnership provides BlueRush a valuable co-selling opportunity within Valeyo's network of more than 95 Canadian financial institutions, and it supports Valeyo's strategy to expand its existing suite of lending and protection products through complementary third-party solutions.

BlueRush Partner Account Executive, Steve Abram, notes, "We believe that Valeyo's market presence will help us expand our financial services presence on a national level and bring our SaaS products to more Canadian Credit Unions. We've had tremendous success helping our existing credit union clients who have embraced personalized video as a mechanism to drive online sales and customer growth. Valeyo represents the kind of premier partner we look for as we continue to build our re-sell network and work towards increasing user adoption. We feel that their deep relationships in the industry will help drive the rapid development of our SaaS business and continue to strengthen our presence in the market."

BlueRush CEO, Steve Taylor, adds, "Over the past year we have been pushing a number of key sales and partner initiatives to increase the market presence of our flagship SaaS products; IndiVideo and DigitalReach. As part of these initiatives we are building a robust partner network to license IndiVideo for their existing clients."

Valeyo CEO, Nicole Benson, said, "BlueRush's SaaS products are a perfect addition to our suite of solutions. At Valeyo, it's critically important that we provide strategic solutions for institutions seeking to streamline their customer offerings and build digital capabilities. IndiVideo has proven market success delivering these results, and with the added strength of a financial services focus, we are excited to deliver BlueRush products to new and existing clients."

### **About Valeyo**

Valeyo is a leading Canadian-based provider of insurance and delivery solutions to the financial services industry. At Valeyo our focus is on bringing together the right products, solutions and services to help our partners thrive. It's more than a promise. It's the foundation of how we work. And for more than 40 years, we have been creating the connections with people, partners and industry to drive collaboration, revenue growth and opportunity for all our partners. For more information, visit [www.valeyo.com](http://www.valeyo.com)

### **About BlueRush Inc. and IndiVideo**

BlueRush Inc. is uniquely positioned within the online video market. Video is the fastest growing online content segment with leading analysts predicting that over 80% of content will be consumed as video by 2021. BlueRush develops and markets a disruptive Interactive & Personalized Video Platform called IndiVideo. IndiVideo utilizes proprietary technology that allows for two unique advantages over competitor personalized video technologies: (1) lower cost to mass-scale personalized videos, and (ii) ability to deploy behind any corporate firewall for increased security. These advantages are critical as they allow marketing departments to control their distribution costs, while deploying behind the firewall not only provides increased security but greater connectivity to the client's data.

BlueRush has a particular focus on delivering measurable value to the Financial Services vertical in areas such as mortgage, loan and credit card origination as well as supporting Pensions Fund and Insurance use cases. IndiVideo is integrated with BlueRush's SaaS-based content engagement platform DigitalReach which delivers improved sales conversion metrics for over 75,000 financial advisors in some of the world's most respected financial institutions. The combination of IndiVideo and DigitalReach is unique in the marketplace and provides BlueRush with a differentiated value proposition. For more information please visit [www.bluerush.com](http://www.bluerush.com).

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### **Forward-Looking Statements**

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