

BlueRush Partners With Microsoft to Deliver Webinar Illustrating the Power of Personalized Video for Digital Engagement

TORONTO, Oct. 01, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV), a leading SaaS company providing personalized solutions for innovative financial institutions, marked its partnership with Microsoft Corporation by announcing an upcoming webinar to discuss how personalized video is the best solution for brands to create digital engagement across the customer journey. The webinar will occur on October 3, 2018 at 1 PM Eastern.

Research reveals that organizations leading in customer experience outperform their peers on the S&P 500 index by nearly 80% (Qualtrics 2017). Attendees of this value-packed webinar will learn how they can outperform their peers using BlueRush's interactive personalized video platform, IndiVideo, hosted on Microsoft Azure. The platform leverages user data and visual storytelling to create a superior customer experience, engaging and educating prospects to expedite them through the customer journey.

"IndiVideo creates an immersive digital experience shown to engage and convert viewers at a higher rate than static content," says webinar host and BlueRush VP Sales, Ted Mercer. "Maintaining this kind of emotionally resonant and immediate customer outreach requires an always-on hosting infrastructure. Our partnership with Microsoft Azure enables IndiVideo clients to create deeper connections with their customers to reduce attrition and strengthen the B2C relationship. In this way, IndiVideo can help accelerate the customer journey and generate more revenue."

[Click here to register](#) and attend this webinar and learn more about how personalized video can have a powerful effect on your business.

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 more than 80% of content will be consumed as video by 2021. BlueRush develops and markets a disruptive interactive and personalized video platform called IndiVideo. IndiVideo utilizes proprietary technology that allows for two unique advantages over competitors' personalized video technologies: (1) lower cost to mass-scale personalized videos; and (2) ability to deploy behind any corporate firewall for increased security. These advantages are critical because they allow marketing departments to control their distribution costs, and because deploying behind the firewall provides increased security as well as greater connectivity to client 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 Pension Fund and Insurance use cases. IndiVideo is integrated with BlueRush's SaaS-based content engagement platform, DigitalReach, which delivers improved sales conversion metrics for more than 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.

For further information please contact:

Steve Taylor, CEO
Tel: 416-457-9391
steve.taylor@bluerush.com

Forward-Looking Statements

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dependence on key suppliers and local partners; competition; the outcome and cost of any litigation; 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. The Company's results and forward-looking information and calculations may be affected by fluctuations in exchange rates.

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