

BlueRush Announces New CFO

TORONTO, Aug. 02, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV), a leading SaaS company providing personalized solutions for innovative financial institutions, is proud to announce the appointment of Mr. Dave Badun CPA, CA, as the new Chief Financial Officer of the Company. As a CPA, CA, Dave has held various financial and strategic positions throughout his career. Most recently, Dave was at Rogers Communications in their Commercial Strategy department where he led several consumer residential product and pricing projects.

Prior to joining Rogers, Dave worked for PwC beginning in Audit & Assurance then moving into Transaction Services where he performed buy and sell-side financial due diligence for a range of deals across Canada.

BlueRush CEO Steve Taylor said, "We are thrilled to have Dave Badun join BlueRush. His specific expertise building subscription pricing models linked to product strategy will help drive the rapid development of our SaaS business and continue to strengthen our organic and longer-term acquisitive growth strategy. Dave's contribution will extend beyond his core responsibilities as CFO making him a highly strategic addition to our strong management team."

Dave Badun added, "BlueRush has an impressive reputation for delivering best-in-class SaaS solutions for the world's most innovative financial institutions. I am looking forward to joining the BlueRush team to continue to build on the company's success."

Mr. Badun has been issued 1,000,000 stock options at \$0.10 vesting over a 36 month period and expiring in five years. The options and underlying common shares are subject to a four-month hold period.

About BlueRush Inc.

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.

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Forward-Looking Statements

Certain statements contained in this press release 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, including: final TSXV approval of the management changes and option issuance. 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; 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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