

## BlueRush Powered Advisor Engagement Platform Launched By Carte Wealth Management

TORONTO, July 17, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV) is proud to announce that Carte Wealth Management Inc. ("**Carte Wealth**") has launched their instance of BlueRush's DigitalReach, delivering the platform's robust content management functionality to their group of over 50 financial advisors. As an industry leader in digital innovation, Carte Wealth provides a suite of digital tools to help their advisors achieve marketplace excellence. DigitalReach becomes an important addition to Carte Wealth's robust advisor tech stack – providing crucial technical infrastructure for their content engagement program, and their corporate-wide initiative to consistently provide value and education to all clients.

Kirk Purai, President of Carte Wealth, affirms, "We employ the best financial advisors in the region to service our clients. It's important to us that we support our advisors with the right tools and technology to empower their work and their ability to efficiently and effectively cater to their clients. Our clients' success is our top priority and we can only satisfy that need with powerful advisor tools like DigitalReach."

About the platform, BlueRush President Larry Lubin attests, "DigitalReach is the perfect content and client communication extension for advisors. Since digital is the new bridge between advisors and clients, we've ensured our platform is easy to use and assists advisors in growing their business. We're seeing rising adoption of the platform because DigitalReach is an all-inclusive solution that meets the needs of today's innovative financial advisors."

As part of an ongoing growth plan, BlueRush is happy to announce this launch as the latest in a stream of enterprise-level SaaS deals. BlueRush CEO Steve Taylor notes, "As a fast-growing SaaS company, this launch is critically important for us in growing our SaaS-subscribed user base for the DigitalReach platform. Carte Wealth's suite of advisor tools is made stronger with DigitalReach, and we are pleased with this addition of a premier SaaS client. We are excited to see how Carte Wealth leverages the power of the platform to engage current and prospective clients."

### 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
- 2) 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. In one recent example, a major Canadian Bank saw a 43% increase in online conversions in the mortgage area using IndiVideo. 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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