

## **Meridian Credit Union Signs Licensing Agreement With BlueRush to Use IndiVideo Platform**

TORONTO, June 28, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. ("**BlueRush**" or the "**Company**") (TSXV:BTV) is excited to announce it is launching a new set of digital marketing programs with Meridian Credit Union featuring BlueRush's SaaS based IndiVideo product.

The BlueRush interactive personalized videos and financial calculators are designed to advance Meridian's positioning as a leader in digital banking. Meridian's goal is to create an online experience where 'banking feels good'. The new BlueRush marketing programs featuring IndiVideo are designed to achieve this goal by providing customers with tools to better inform their decision-making process. Customers who better understand their options are more likely to increase their trust in the Meridian brand.

"Meridian is committed to creating an online experience where banking feels good," said David Baldarelli, Senior Vice President of Digital Banking at Meridian. "We chose BlueRush because of their demonstrated excellence in creating exceptional digital marketing software, including friendly, intuitive and more engaging tools that our Members can use to help make informed decisions about managing their finances."

BlueRush's IndiVideo platform is built specifically to create improved engagement with existing and prospective customers. BlueRush CEO Steve Taylor adds, "IndiVideo further solidifies Meridian's positioning as a forerunner in digital banking. IndiVideo builds a powerful relationship between financial institutions and their customers which ultimately decreases funnel abandonment. Our partnership with Meridian is further proof that our investments in IndiVideo as a SaaS platform are paying off".

### **About BlueRush Inc.**

The Company, through its wholly owned subsidiary, offers a SaaS-based content engagement platform, called DigitalReach, which bridges marketing, sales and compliance. Used by financial advisors, DigitalReach allows for the centralization, personalization, distribution and tracking of content to ensure complete control over what is sent and to whom. BlueRush has also launched IndiVideo, the interactive personalized video platform for financial services. IndiVideo is a highly scalable personalized video platform built to provide AI-driven video content in an easy to understand, entertaining, and compelling manner. The Company's products improve marketing and sales performance and generate greater client satisfaction and loyalty. The Company is publicly listed on the TSXV trading under the symbol "BTV".

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### **Forward-Looking Statements**

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